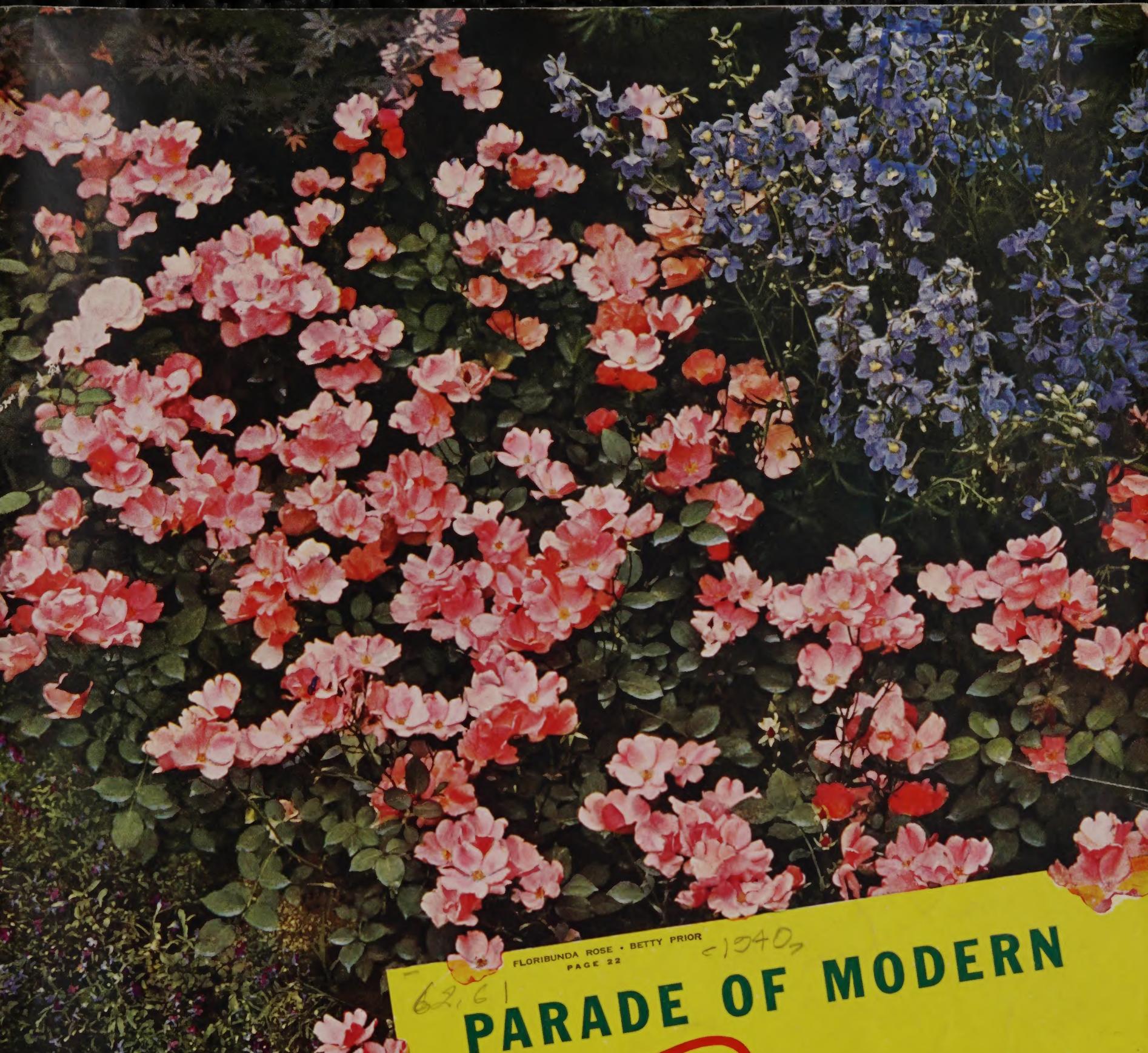


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FLORIBUNDA ROSE • BETTY PRIOR
PAGE 22

62161 c1940

PARADE OF MODERN

Roses

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U. S. Department of Agriculture

JACKSON & PERKINS COMPANY, Box 271, NEWARK, NEW YORK STATE





Roses IN THE WORLD OF TOMORROW

See Our Gardens at the Fair

A NOTABLE HONOR conferred on Jackson & Perkins Company was its selection to install and maintain the Rose-Garden, an imposing feature of "Gardens on Parade," the horticultural exhibit of the New York World's Fair in 1939 and again in 1940.

Designed and arranged by Hugh Findlay, nationally known landscape architect, and Eugene S. Boerner, head of the Research Department of Jackson & Perkins Company, as "A Parade of Modern Roses," this garden has been acclaimed by thousands of visitors and by horticultural publications, the daily press and national magazines. Each of its symmetrical beds is designed as a complete Rose-Garden for the average home. In them bloom over 8,000 plants, representing

250 of the finest varieties from eighteen nations—truly an International Rose-Garden!

In the central bed and place of honor is World's Fair, the sensational new red Floribunda first shown to the public in "Gardens on Parade." At a formal ceremony in the garden, June 14, 1939, this gorgeous Rose was officially dedicated and accepted by the Hon. Grover Whalen, President of the World's Fair Corporation, to be the theme Rose of the Fair.

For contributing to the outstanding success of our Parade of Modern Roses, credit is due to Vigoro, "a complete balanced plant-food" and to Tri-ogen, "the all-purpose spray," which have been used exclusively.

PHOTOGRAPHS

Cover: The exquisite pink Floribunda shown on the front cover is Betty Prior. Its masses of radiant clusters bloom throughout the summer. Fully described on page 22. Cover photograph courtesy Edward Steichen.

Left: A bed of our World's Fair garden planted with Joyous, a beautiful pink semi-double Floribunda described on page 22. Notice how this variety can be used for close bedding and border planting.

Right: Massed plantings of three varieties of Floribundas in "Gardens on Parade." Left to right are Donald Prior, Betty Prior, and Gruss an Aachen. For details of each, see pages 22, 23 and 25.





Visitors at Jackson & Perkins test-gardens in Newark, N. Y.—"Rose Capital of the U. S."—June 17, 1939.



These are the plants we sell—field-grown and proved. Above—Smiles, waiting to be shipped to somebody's garden. Below—McGredy's Sunset in the foreground.



AN *Invitation* TO OUR NEWARK GARDENS

THE beginning of the Rose season always brings a pilgrimage of Rose-lovers to Newark, New York, to see the test and display gardens of Jackson & Perkins Company in full bloom. In two weeks, last summer, we had more than 60,000 visitors!

In our test-gardens you may see 20,000 Rose plants of over 3,000 varieties in bloom; also thousands of unnamed sorts on which our hybridizers are at work to produce Roses of the future—varieties that won't go into our commercial growing fields until they have been proved worthy in our rigorous climates here and in more than 80 other testing stations throughout the United States.

Beyond these test-gardens spread thousands of acres with more than two million plants heavy with glorious Roses—the strong, healthy plants that are shipped to your own garden.

Visit us this year. Newark lies midway between Rochester and Syracuse on Route 31. You'll be rewarded by the loveliest sight any Rose-lover ever witnessed. And at the same time you'll realize why *J. & P. Preferred Roses* are the best you can possibly buy anywhere, and why we are able to guarantee them as we do.

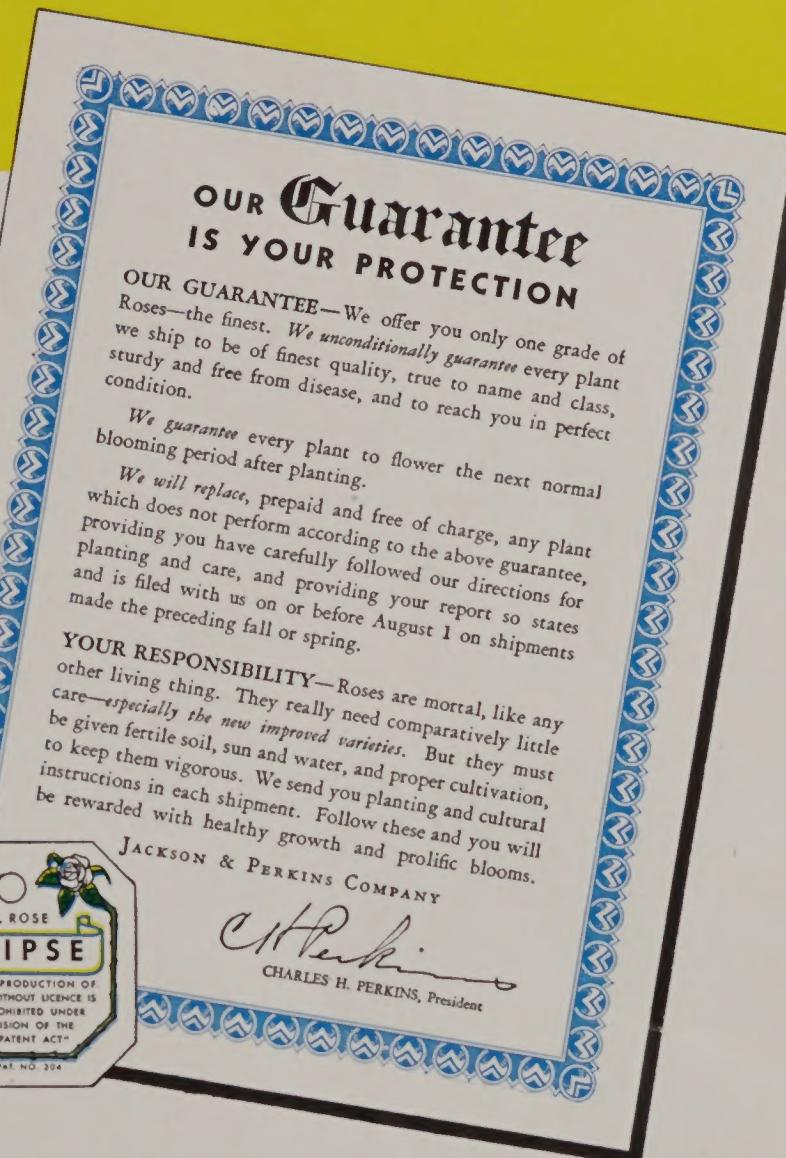
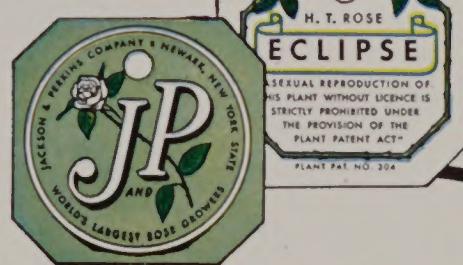


ONLY ONE GRADE OF ROSES

The Finest

Every Rose shipped out by Jackson & Perkins Company carries the J. & P. label shown below, which means it is backed by our unconditional guarantee. It's your assurance of only the finest Roses—full-stemmed plants with robust root systems, tested and proved by two years' growth in our own fields, and carefully packed to reach you in perfect condition. At prices no higher than you must pay for similar plants from other sources, you get the full benefit of our reputation as one of the world's greatest hybridizers and the largest Rose nursery company in the United States. In short, the Jackson & Perkins label means—

Your Guarantee
of Quality

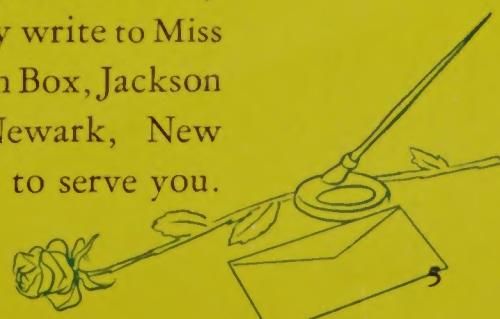


The Question Box

We maintain a Department at Newark to help our customers plan their gardens. The knowledge and experience of our experts are at your disposal to answer any question on the care and culture of any plant in your garden. No charge is made for this service.

Would you like help in designing your garden to produce some special effect, or to meet some perplexing

problem of shape and contour? Are you puzzled as to just which kinds of flowers and shrubs will fare best under your local conditions of soil and climate? Do you want suggestions for a flower show or club competition? If you have any problems like these, simply write to Miss Betty Perkins, The Question Box, Jackson & Perkins Company, Newark, New York. We'll be delighted to serve you.



PARADE OF

Modern Roses

Are the new Roses any better than the older kinds? The answer is, emphatically, yes! Each new Rose has bred into it some improvement of color, perfume, hardiness, or resistance to disease, making it distinctly more desirable than older varieties which possess these valuable traits in lesser degree. Furthermore, the best of Jackson & Perkins modern Roses are patented for your protection, to insure your receiving genuine,

true-to-name plants of first quality. There are pleasures and thrills to be found in growing modern Roses that no commoner varieties can give. They will keep your garden a place of beauty and fragrance long after the older types have lost favor. They will require only a minimum of care and cultivation. And of all your Roses, they will be the ones most admired by your friends and neighbors who know choice flowers.



The New All-America Selections

A new plan has been sponsored by leading Rose-growers for determining the rating of new varieties suitable for all climates. Only Roses which have been tested in stations in all sections of the United States are eligible for awards. Jackson & Perkins Roses have captured the following awards for 1940:

Dicksons Red—first award among Hybrid Teas.

World's Fair—first award among Floribundas.

We also offer Flash, which won first award among the Climbing Roses.

DICKSONS RED

(Plant Patent applied for.)

A new arrival from the Emerald Isle. Red as the lips of a pretty colleen—and just as bewitching. The color holds, too, does not blue with age. A sturdy Rose that thrives in the hottest summer and blooms unceasingly. Certain to be the "Queen Rose" of 1940.

Fragrant...deep and mellow.

Prolific....large, full blooms on long stems, ideal for cutting.

Plant.....well formed, bushy—about 2 feet tall.

Awards....Gold Medal of the National Rose Society of England, Clay Cup for Fragrance, First Award for Hybrid Teas of "All-America Rose Selections" for 1940.

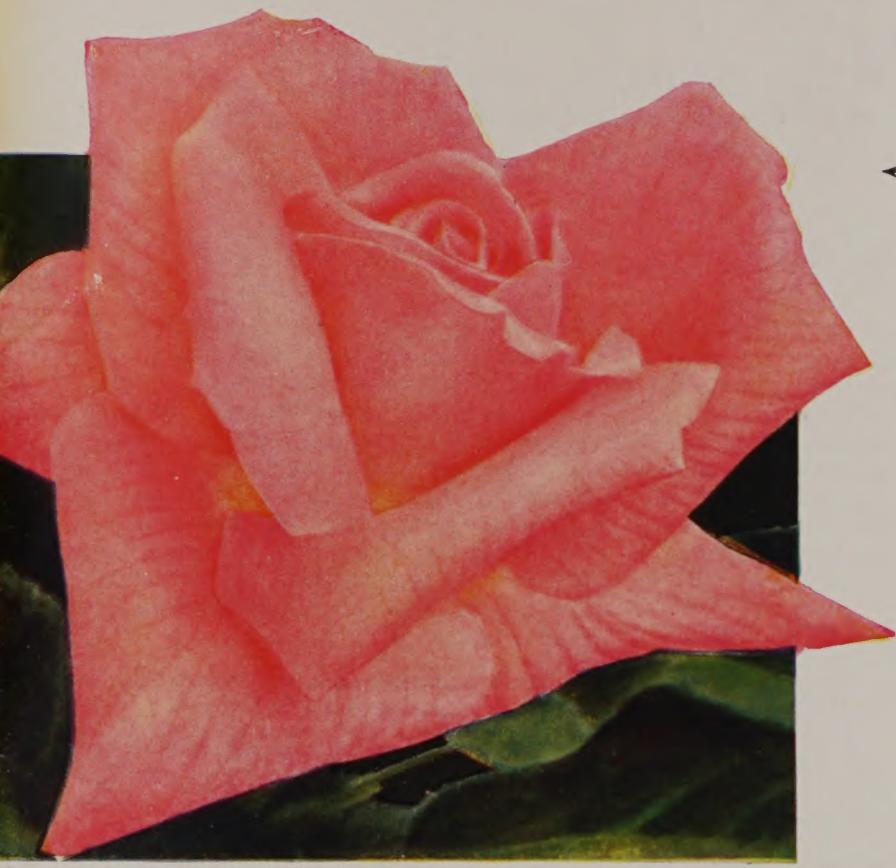
Price \$1.50 each \$16.20 per doz.

J & P 1940
INTRODUCTION

J. & P. CO.



PARADE OF MODERN ROSES



© J. & P. CO.

Three plants of any one variety at the dozen rate



© J. & P. CO.

ETERNAL YOUTH

← → (Plant Patent No. 332.)

A Rose of sparkle and beauty whose fragrance and cheerful color make it outstanding among all pink Roses—a Rose that is instantly loved by all who see it. You'll find the delicate pastels of a Riviera sunset in blooms that stand proudly erect on long, strong stems. Admirable for cutting. Plant very compact, about 2 feet tall.

Newest Rose...by Aicardi, great hybridist of Italy.

Color.....joyous pink, livening to yellow at base of petals.

Fragrant.....reminiscent of the sweetness of old-fashioned Roses.

*Blooms.....slim, graceful buds opening to double flowers that are *par excellence* in form. Truly a great exhibition Rose.*

\$1.50 each \$15.00 per doz.

RON SARD

(Plant Patent No. 284.)

The most startling of all the Roses, in its rare combination of colors. Intriguing golden buds that unwind in spiral form, disclosing a superlative scarlet on the inside—a striking combination of scarlet and gold that persists while the spectacular blooms are fully open. And the color holds well in the sun.

History.....a mixture of Rugosa and Austrian Copper blood makes these plants unusually hardy.

Fragrant.....extremely so—and you'll like it.

Plant.....bushy—18 to 24 inches tall.

Desirable....for spectacular bedding effects—exquisite for bouquets.

\$1.50 each \$15.00 per doz.

"Thank you very much for filling my order so satisfactorily. The excellent Rose bushes arrived Saturday in perfect condition. Am expecting them to flower beautifully."—
L. Y. LIPSCOMB, 406 Second Ave., Rome, Ga. February 27, 1939.

WHITE BRIARCLIFF

← → (Plant Patent No. 108.)

With all the stately grace and beauty of a charming bride, this gorgeous Rose proudly displays its pure white blooms—so gorgeously white—so coolly fragrant—so generously long-lived.

Distinction...both in bud and open flower, this is a pure white Hybrid Tea Rose. Blooms a week ahead of most Roses.

Prolific.....tremendous producer of fully double blooms. Ideal for cutting. Keeps a long time in water.

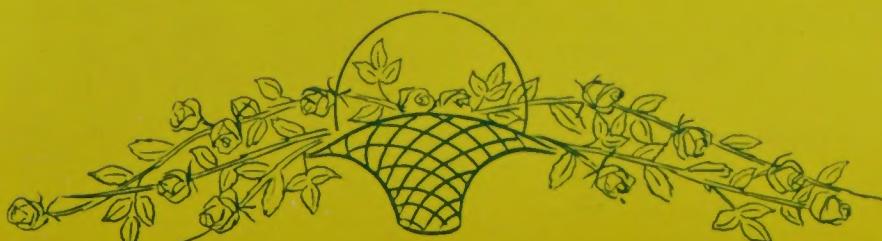
Plant.....spreading—bushy—2 to 3 feet tall.

Prize of Honor...and Gold Medal at International Exposition, Paris. Silver-Gilt Medal, French N. H. S.

\$1.00 each \$10.00 per doz.



© J. & P. CO.



PARADE OF MODERN ROSES



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J. & P. CO.

*The Rose that lives its little hour is
prized beyond the sculptured flower.*

—BRYANT

ROME GLORY

(Plant Patent No. 304.)

There it stands in all its scarlet-crimson glory—the loveliest child of earth—unchallenged in a wide bright world of color. Rome Glory was named in honor of the third millennium of the founding of the great Eternal City and is a Rose you will be proud to have in your garden. Stands cutting well, and its mammoth blooms make glorious bouquets for the house.

Buds.... formed like perfect greenhouse American Beauties—only better. Large, double, scarlet-crimson blooms of exquisite form.

Fragrance.... superb—alluring—linger-

Lasting.... flowers, whether on the plant, or cut, are long-lasting and not affected by dry or wet weather.

Plant.... strong and healthy and of better than average height.

Award.... Gold Medal S. A. F., 1938

Price \$1.50 each \$15.00 per doz.

JEAN COTE

(Plant Patent No. 321.)

A Rose that glows with all the fascinating colors of a smouldering campfire—clear orange-apricot blending with the warmth of carmine-rich, changing colors that deepen as the flower opens. Unusually good in hot weather. A group planting of this popular Rose blankets the ground with large, glossy foliage, set off with masses of luminous color.

Named.... for Jean Cote, great French silk manufacturer and Rose fancier.

Fragrance.... rich, full and very satisfying.

Flowers.... grow singly and continuously on sturdy stems. Very large exhibition blooms.

Plant.... about 2 feet tall.

\$1.50 each \$15.00 per doz.

*Three plants of any one variety
at the dozen rate*

MME. JEAN GAUJARD

(Plant Patent No. 338.)

A new Rose that might be described as a gorgeous, creamy yellow, decked with delicate shades of orange and carmine-pink. Extraordinarily fine and graceful in form, with lovely long buds. Stands the sun—and is very free blooming. Comes with all the subtle allure of France, from the home of Pernet-Ducher Roses, now owned by Monsieur Jean Gaujard. Monsieur Gaujard thought so well of this Rose that he named it for his wife.

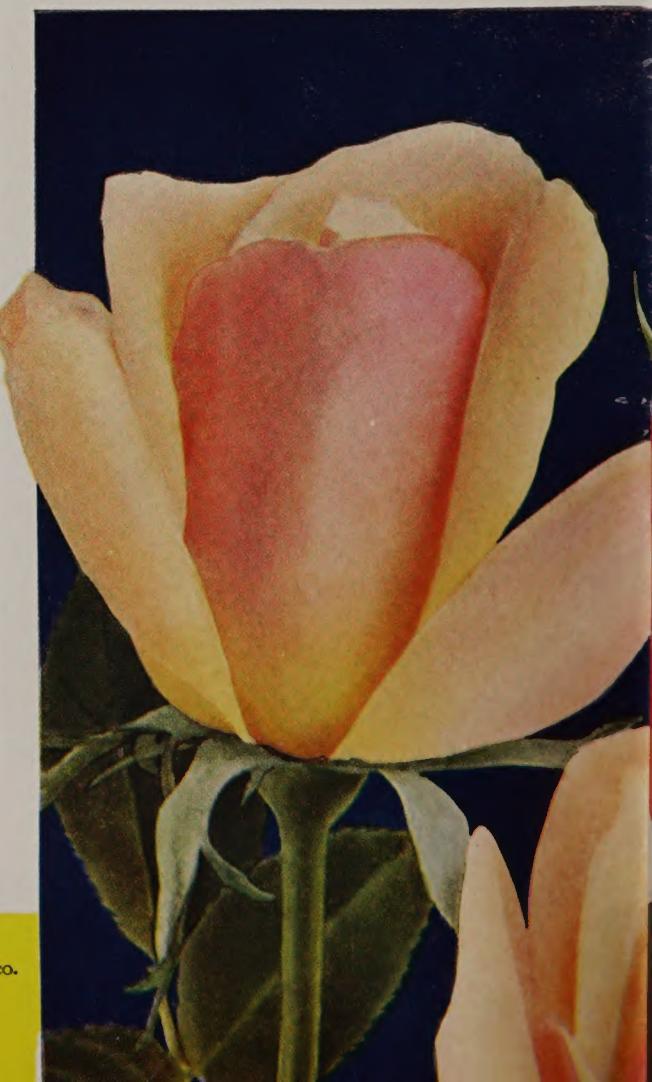
Hardy.... disease-resistant, sturdy and upright. About 2 feet tall. At home in all sections of the country.

Desirable.... for cutting and as a garden Rose. Slightly fragrant.

Colors.... charming and rich, under both natural and artificial light.

Award.... Gold Medals: C. F. S. R. France, and Colle Oppio, Italy.

Price \$1.50 each \$15.00 per doz.



©

J. & P. CO.

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J. & P. CO.



PARADE OF MODERN ROSES

"My Roses are blooming and are the finest I have ever had. Thanks for the lovely large bushes you sent me. I want to get more next spring."—MRS. GEORGE BERNER, 1083 Harrison Ave., Columbus, Ohio.

SATURNIA

(Plant Patent No. 349.)

A glorious new Rose, with 20 petals, wrought in the color of flame, casting a spell of enchantment on everyone who sees it. Cardinal-red with salmon-yellow and copper on the reverse of its pretty petals give it a warmth that is difficult to describe—and still more difficult to forget. This Rose draws your attention as soon as you come upon it in any garden.

Fragrance. . . pronounced and fascinating as a dish of fruit.

Awarded. . . Gold Medal from Colle Oppio Gardens, Italy.

Plant. . . average height. Like all of Aicardi's Roses, produces its blooms on fine cutting stems.

Foliage. . . attractive but needs care to prevent black-spot.

\$1.00 each \$10.00 per doz.



ALEZANE ➤

(Plant Patent No. 116.)

Formed from color and enchantment—fairy work in every tint and petal. A Rose that often blooms ten days earlier than its comrades. Especially desirable because of its free-blooming habits, its striking colors, and early start.

Buds. . . . urn-shaped—of a chestnut-brown.

Blooms. . . . double, cupped, opening to sorrel—then changing to rich apricot. Backs of petals sorrel-striped with yellow veins.

Growth. . . . very vigorous, upright and branching. Toughest of all Hybrid Teas.

Distinctive. in any surroundings—a pronounced novelty that never fails to draw attention.

\$1.25 each \$12.50 per doz.



© J. & P. CO.

ECLIPSE ➤

(Plant Patent No. 172.)

Acclaimed as "The Streamline Rose"—slim, tapering buds as modern as a debutante—and as appealing. Brilliant golden yellow petals—an arresting spot of color in a garden corner, or in a bud vase. The plants are of the vigorous branching type that produce a lot of bloom all the time and have healthy foliage of an attractive shade of green. Open flowers are not very double, having from 20 to 25 petals. But these petals are large, substantial and the same arresting yellow as the buds—and so beautiful that you hardly know whether there are 10 petals or 50.

Distinctive. there has never been a Rose with buds like these.

Originated. by the late Dr. J. H. Nicolas in our own gardens.

Highest Honors. . . . in France and Italy; Gold Medal of the A. R. S.

\$1.25 each \$12.50 per doz.



© J. & P. CO.

After May 1 only potted Roses will be supplied. An increase of 10 per cent per plant above price quoted will apply to cover cost of potting and packing. We do not prepay shipping charges on Potted or Tree Roses.

PARADE OF MODERN ROSES



J & P 1940
INTRODUCTION

← SATAN

(Plant Patent applied for.)

Dressed in swarthy carmine—glorious and splendid, this personable Rose is a distinguished newcomer this year. A big, loosely formed, velvety petaled flower which will excite the many lovers of dark red Roses and will be a worthy addition to any Rose-grower's collection.

Blooms... high centered with many petals, the color deepening toward the center.

Fragrant... rich, heavy, exotic.

Plant.... bushy—about 18 inches tall.

\$1.50 each \$15.00 per doz.

*Rose! thou art the sweetest flower,
That ever drank the amber shower;*

—MOORE



© J. & P. CO.

GLOAMING

(Plant Patent No. 137.)

Wrought to almost mystic beauty by nature's skilful hands. Lovely in appearance. Sturdy—tall—not afraid of the toughest winter. A favorite cut-flower variety that every Rose-lover must have in his or her garden.

Color.... delicate salmon-pink, blending into tawny orange and gold.

Blooms.... very large—double—beautiful.

Fragrant.... yes, decidedly so, and decidedly pleasing.

History.... a definite contribution to Rose-lovers by the late Dr. J. H. Nicolas, who was in charge of Rose Research for Jackson & Perkins.

Price \$1.00 each \$10.00 per doz:

↑ ALICE HARDING

(Plant Patent No. 202.)

Molten gold, fashioned into a lovely full-petaled flower. A wonderfully clear, clean color that is entirely at home in the sunshine. Heavy, rich foliage on a plant of medium height. Named for Mrs. Edward Harding, of New Jersey, by the French National Horticultural Society.

Fragrance... rich and stimulating.

Prolific.... yes—blooms in great abundance.

Thrives.... especially well in the deep South where it holds its color much better than most yellows.

Awarded.... the Gold Medal by the A. R. S.

Price \$1.50 each \$15.00 per doz.

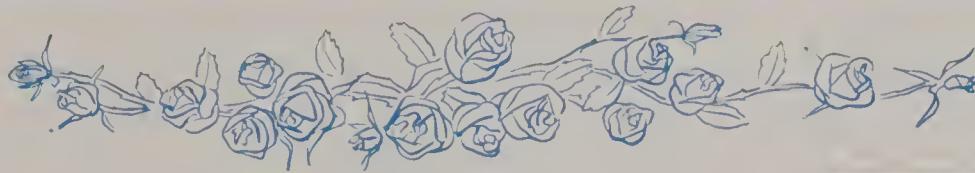
Three plants of any one variety at the dozen rate



© J. & P. CO.



PARADE OF MODERN ROSES



GOLDEN MAIN

(Plant Patent No. 254.)

It's a strong, vigorous Rose, this mystic Golden Main, supple, tall and long-lived—with large, languorous blooms whose 40 petals gleam like new-minted gold. The yellowest of all yellow Roses. Does not fade. Highly desirable for mass planting where continuous blooming furnishes a constant interest point.

Foliage... dark, vigorous and strong, but needing care to prevent black-spot.

Origin... originally known as "Goldenes Mainz" from W. Kordes Sons, of Germany—but shortened by purchasers to "Golden Main."

Awards... Certificate of Merit at Sangerhausen; Second Prize, Rellingen; Silver Medal, A. R. S. Portland.

Price \$1.25 each \$12.50 per doz.



MISS AMERICA

(Plant Patent No. 264.) ➤➤➤

A new milk-and-honey Rose characterized by delicate flesh tints touched with salmon and gold. Flowers are large, with an average of 65 petals—and grow singly on long stems. Fine exhibition blooms. Plant can be neglected but will amaze you with abundance of flowers.

Characteristics. vigor—fine, healthy foliage—extreme hardiness—lovely color. Upright plant—18 to 24 inches high.

Fragrance... very pronounced yet delicate and pleasing.

Noted for... persistence of bloom.

Honored.... First Certificate of Merit, Colle Oppio, Italy; Certificate of Merit, A. R. S., 1938.

Price \$1.00 each \$10.00 per doz.



© After May 1 only potted Roses will be supplied. An increase of 10 per cent per plant above price quoted will apply to cover cost of potting and packing. We do not prepay shipping charges on Potted or Tree Roses.

ROCKET ➤➤➤

(Plant Patent No. 171.)

Like the flaming sun, this obliging Rose adds brilliant color to your garden—even in summer when most others relax their efforts. The great double scarlet-red blooms are filled to overflowing with color and fragrance. Rocket comes of a sturdy ancestor, the Australian hardy Climber, Scorch, which means hardiness and rugged individualism. It can be depended on in any part of the country.

Blooms.... unusually large and double. Here is a red which does not clash with other colors.

Awards.... as a good grower under all conditions, with strong stems and fine foliage; 2 feet tall.

Fragrance... rich, old-rose perfume of distinct personality.

Awards.... Silver Medal, A. R. S.

\$1.00 each \$10.00 per doz.



Jackson & Perkins Preferred Roses
are guaranteed to bloom

PARADE OF MODERN ROSES



© J. & P. CO.



TEXAS CENTENNIAL

(Plant Patent No. 162.)

This rich, blood-red Rose is a sport of the Rose, President Herbert Hoover—and has the same general type of growth and glorious flower. Differs only in color. An ideal Rose for your garden—and perfect for cutting.

Flowers...perfectly formed with firm petals—long-lasting open blooms.

Awarded..1936 Gold Medal, A.R.S.

\$1.00 each \$10.00 per doz.



COUNTESS VANDAL



(Plant Patent No. 38.)

One of the earliest of the patented Roses originated by Leenders of Holland, whose vigorous strains are prized by all Rose-growers. Now considered by the public as well as the experts Queen of the Modern Rose Pageant. Exceptionally free from diseases—easily cultivated. Grows 24 to 30 inches high. Deserves a favored place in every garden.

Color.....coppery bronze and pink suffused with gold with reflex of silver.

Delicate....shape, fully double, hailed as the most artistic bloom in Rosedom.

Fragrant....mellowing to winy richness as the flower matures.

Prolific....awarded Gold Medal of the King of Spain, for profusion of bloom.

\$1.00 each \$10.00 per doz.

SIGNORA

(Plant Patent No. 201.)

A pronounced and definite improvement over the historic Talisman—or the newer President Herbert Hoover. It was born and raised on the romantic Riviera, where it became accustomed to hot, dry weather. It is a vigorous branching, tall-growing plant. Buds are of a warm brownish orange, opening to lighter mandarin and salmon. The unusually heavy foliage is a beautiful rich green.

Blooms..double, but petals are not crowded. Very fragrant.

Prolific..as many as thirty-one blooms on one plant at a time—each with a long stem for cutting.

\$1.25 each \$12.50 per doz.



"Never before have I ever received any Rose plants to compare with those you shipped me. My only regret is that my space will not permit my having larger numbers. We are very much delighted with them."

PARADE OF MODERN ROSES



© J. & P. CO.



©
J. & P. CO.

MATADOR

(Plant Patent No. 170.)

Alluring Carmen might have held this very Rose in her lovely lips as she threw a tantalizing glance over a shrugging shoulder—and set Spain afire. The bloom is full of bright crimson petals—with that soft, velvety depth and richness that makes it blend with any other color. It's a cut Rose—but also a good bedding variety—and an excellent exhibition Rose.

Fragrance... soft, romantic, persuasive.

Honors... Gold Medal, the Netherlands and France; Silver Medal, Portland.

Plant... branching habit—18 to 24 inches high.

\$1.00 each \$10.00 per doz.



© J. & P. CO.



AMELIA EARHART

(Plant Patent No. 63.)

Great big, double blooms of yellow—with just the merest hint of a blush—perfectly formed—contrast sharply with the dark, polished foliage. An exhibition Rose *par excellence*, and a frequent winner of awards as "Best Rose in Show."

Tribute.... to the most famous of all American aviatrixes.

Character... stately, medium tall, not a free bloomer but every flower is perfection.

Fragrance... is of the type you will want to enjoy again and again.

Awards Gold Medal, Special Exhibition of New Roses, Troyes, 1928.

\$1.25 each \$12.50 per doz.

MRS. FRANCIS KING

(Plant Patent No. 253.)

As haunting as the white fog from the sea is this mystic Rose, named for one of the founders of the Garden Club of America. It's a Rose not easily duplicated with vigor and freedom of bloom inherited from *Rosa nutkana*, the wild rose of Alaska, one of its ancestors.

Color.... a clean "white" white, with just a suggestion of pale gold in the center of each bloom. 50 to 60 petals.

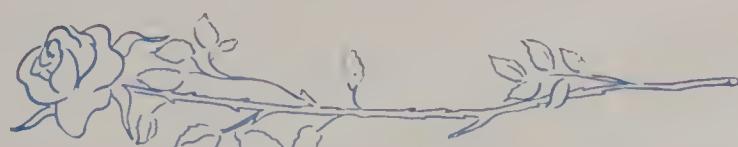
Early.... often blooms ten days ahead of its neighbors and continues till frost.

Fragrance... the cool, soft odor of wild Roses.

Height about 30 inches.

\$1.00 each \$10.00 per doz.

Three plants of any one variety at the dozen rate



Yet the Rose has one powerful virtue to boast,
Above all flowers of the field;
When its leaves are all dead, and fine colours are lost,
Still how sweet a perfume it will yield!

ISAAC WATTS

McGREDY'S Newer IRISH ROSES



© J. & P. CO.

McGREDY'S SUNSET

(Plant Patent No. 317.)

The Pixies must have scampered joyously through the summer twilight with their most gorgeous sunset yellows to paint this comely beauty. Blushing with delicate

Flowers of medium size, full and shapely with symmetrical and dainty petals.

Prolific generous bloomer—on a magnificent bush 18 to 24 inches tall.

orange and rich scarlet, the saffron blooms open in glorious grandeur—and you see a Rose that loves its new country and in turn is loved by every Rose enthusiast.

Fragrance gently penetrating; freshly sweet.

Resistant to sun, hot weather and disease.

Price \$1.50 each \$15.00 per doz.

See pages 19 and 20 for other McGredy Roses

To all Rose-lovers the two words, McGredy and Roses, are synonymous. The list of outstanding creations by this famous house of Irish nursery experts grows more imposing as they contribute unceasingly to the embellishment of our gardens. For the past five years, S. McGredy & Son have given us the exclusive rights of testing and distributing their new varieties in the United States, and none of these has failed to win instant popularity. From among their more recent productions we have selected the following as being really essential in any well-ordered garden.



McGREDY'S PINK

(Plant Patent No. 341.)

Sun-bright and comely, this true Irish Rose lends charm and beauty to any surroundings. It displays its pure, peaches-and-cream complexion with becoming modesty—and is well adapted to exhibition and garden purposes.

Blooms large, perfectly formed, sweetly scented.

Growth flowers borne on stiff stems continuously from early spring to late autumn. Dark, rich foliage. Few thorns.

Merit due to model blooms produced in great profusion. Won Bronze Medal, Portland.

Price \$1.50 each \$15.00 per doz.



HECTOR DEANE

← → (Plant Patent No. 361.)

Nature wove a magic spell when she created this Rose. It's a glorious newcomer from the Emerald Isle—that has found living comfortable and happy over here. Long, pointed buds of crimson with orange at the base are ideal for cutting. Exceedingly popular at the World's Fair.

Growth. . . rampant, and constant in bloom.

Blooms. . . informal in opening; petals reflexing in irregular and unusual manner.

Scent. . . a single plant permeates the whole garden with old-rose perfume.

Price \$1.50 each \$15.00 per doz.



© J. & P. CO.

McGREDY'S PRIDE

(Plant Patent No. 339.)

Here is an outstanding exhibition Rose—unusually perfect in form—with fully double flowers, that may be grown to enormous size by disbudding. Delicate ivory-white.

Growth. . . exceptionally free and vigorous with abundant gray-green foliage.

Scent. . . soft and fascinating.

Awards. . . First Class Trial-Ground Certificate, National Rose Society, England.

Price \$1.50 each \$15.00 per doz.



©

McGREDY'S TRIUMPH

← → (Plant Patent No. 190.)

These huge, bright, fragrant blooms that sparkle in the garden shade are well named "Triumph." A full 5 inches across—lovely in their soft rose color, gently brushed with scarlet and orange—they look up pleasingly from sturdy stems of rich mahogany-red.

Foliage. . . extra large, dark reddish bronze in color—and of great beauty.

Vigorous. . . extraordinary vigor and growth sets them apart from every day varieties. Needs room.

Chosen. . . for Gold Medal N. R. S.; Award of Merit, Glasgow and West of Scotland Hort. Soc.; Silver Medal, A. R. S. Portland.

Caution. . . leave flowers on bush; they do not last when cut.

Price \$1.25 each \$12.50 per doz.

Three plants of any one variety
at the dozen rate

PARADE OF MODERN ROSES



GOLDEN STATE

←→(Plant Patent No. 303.)

A rich, golden yellow Rose—vibrant and free blooming—with a faint clove-like fragrance, made the official Rose of the 1939 Golden Gate International Exposition at San Francisco. Has won many awards, both here and abroad.

\$1.50 each \$15.00 per doz.



BETTER TIMES

(Plant Patent No. 23.)

This glorious cerise-red Rose of the florists has brought happiness to millions of people everywhere. Better Times is a grand cut-flower, a hardy grower, a distinct addition to any garden.

Fragrance. . . pronounced and enchanting.

Will Grow. anywhere in the United States—and should be part of every Rose-garden. Upright growth from 18 to 24 inches.

Awarded. . . Gold Medals at New York, Philadelphia and St. Louis Flower Shows—and A. R. S.

\$1.00 each \$10.00 per doz.



R. M. S. QUEEN MARY

←→(Plant Patent No. 249.)

The long, sleek buds of this bewitching Rose open gracefully to charming blooms of salmon-pink, flushed with a delicate orange. Stems are long and erect. Blooms are long-lasting. Has won four Gold Medals and three First-Class Certificates in Europe and United States.

\$1.50 each \$15.00 per doz.



MME. HENRI GUILLOT

←→(Plant Patent No. 337.)

Deep watermelon, raspberry-pink, reddish orange—all are artistically blended in this charming Rose with its long, tapering buds and camellia-shaped, 20-petal blooms that measure a generous 4½ inches across. Keep their form and color for days when cut.

\$1.50 each \$15.00 per doz.



RADIANT BEAUTY

(Plant Patent No. 97.)

Red—rich red—a red that will remind you of Francis Scott Key—but with fewer petals. Blooms luxuriant and fully double. Is a relative of the popular "Radiance" that all Rose-growers like so well. Grows about 18 inches tall.

Excels. . . as a long-lasting bouquet flower and as an exhibition bloom. Fully double with 40 to 50 petals.

Fragrance. . . very like that of the American Beauty.

Prolific. . . is a tireless bloomer J. & P. CO. —and will grow anywhere as it is exceptionally hardy.

\$1.00 each \$10.00 per doz.



CRIMSON GLORY

(Plant Patent No. 105.)

A glorious Rose that holds its deep vivid crimson blooms proudly high. Large, urn-shaped buds, which develop into full, well-formed blooms that are refreshingly fragrant. A popular Rose. Winner of many medals and honors.

\$1.25 each \$12.50 per doz.



MODERN BEAUTY GROUP

SPECIAL OFFER NO. 10

6 glorious Roses—one each of the varieties shown on this page . . .
(Value \$7.75)

\$6.50

Extra Special

WORLD'S FAIR "INTERNATIONAL 12" GROUP OFFER

An opportunity of a life-time! Buy a group of the most magnificent Rose plants that ever embellished a garden—at reduced prices. Only quantity selling makes these splendid offers possible—the quality of each plant is exactly the same as when you buy it separately. Group No. 11 includes the "Hits" of more than 250 varieties of the World's Finest Roses which were exhibited in the Gardens at the New York World's Fair. They were voted the "Favorites" by the thousands of enthusiastic visitors to "Roses on Parade."

GROUP No. 11

World's Fairest

The 12 most spectacular Roses displayed at the Fair—1 each of the varieties listed below. {Regular value, \$16.00}

\$14.00

Postpaid

GROUP No. 12

2 each of the 12 varieties listed below. {Regular value, \$32.00}

Postpaid

\$27.00

Page		Page
Dicksons Red	... 6	McGredy's Sunset..... 14
Alice Harding	.. 10	Rome Glory..... 8
Eternal Youth	... 7	Signora..... 12
Saturnia...	... 9	Mme. Jean Gaujard.. 8
Rex Anderson	... 15	Countess Vandal.... 12
Gloaming	... 10	Eclipse..... 9

HOMELAND SPECIALS FROM INTERNATIONAL ROSE-GARDEN

These excellent group offers are made up from the J. & P. International Rose-Garden, and are selected as to the different countries in which the individual Roses were originated. Order by Group Number.

AMERICAN GROUP
No. 13
(All originations of J. H. Nicolas.) One each
of Eclipse, Gloaming, Rocket, Carillon, Miss
America, Mrs. Francis King.
(Value, \$6.10.) **SPECIAL \$5.10**

FRENCH GROUP No. 16

One each of Alice Harding, Jean Cote, Mme. Jean
Gaujard. (Value, \$4.50.)

SPECIAL \$3.75

ITALIAN GROUP No. 14
One each of Signora, Rome Glory, Eternal Youth.
(Value, \$4.25.) **SPECIAL \$3.55**

1940 GROUP No. 17

(New hits of the year.) One each of Dicksons Red,
Hector Deane, Satan. (Value, \$4.50.)

SPECIAL \$3.75

IRISH GROUP No. 15
(McGredy's new Irish Roses.) One each of Sunset, Rex
Anderson, McGredy's Pink, McGredy's
Pride, McGredy's Triumph.
(Value, \$7.25.) **SPECIAL \$6.10**

BEGINNERS' GROUP
No. 18
(Steadfast growers for garden beginners.) One
each of Eclipse, Countess Vandal, Signora,
White Briarcliff, Rocket,
Hector Deane. (Value, \$7.00.)
SPECIAL \$5.85



Pink Dawn



Condessa de Sastago



Universal

ALL PLANTS ON THIS AND
THE NEXT TWO PAGES
ESPECIALLY PRICED AT

Here are the choicest of the older varieties of Hybrid Tea Roses. These hardy, universal favorites are grade A1, northern field-grown plants, two years old. Excellent for general planting, and will furnish a generous supply of cut-flowers throughout the entire season.

AUTUMN. Long-lasting, moderately fragrant, deep chestnut bud; burnt-orange blossom streaked with red. A continuous bloomer!

BRIARCLIFFE. Extra large, perfectly formed, exquisite deep rose-pink blossoms—lighter shade on outer petals with touch of citron-green at base.

CALEDONIA. Large, white—very double blossom—long-lasting—slightly fragrant bloom on long, strong stem—very hardy.

CONDESA DE SASTAGO. Double blooms of two-toned coppery pink inside with golden tint on outside of petals.

DAINTY BESS. Large, single flowers, flesh-pink inside with old-rose reverse and wine-colored stamens. Delightfully frilled petals. Strong, bushy plants.

DAME EDITH HELEN. Glowing bloom of pure pink—very large—full, double—intensely fragrant—a continuous bloomer all season—very hardy.

DIRECTOR GUERIN. Distinctive cream-yellow flower with orange center—borne on long stems.

EDITH NELLIE PERKINS. Large, double flowers—salmon-pink inside and rich copper-tinged rose outside. Blooms early and continuously.

E. G. HILL. Massive blossoms of deep maroon, velvety on inside; very fragrant. Blooms throughout the season.

ESSENCE. A fragrant, fiery crimson flower with velvety petals. Strong stems for cutting—vigorous, bushy.

ETOILE DE HOLLANDE. Bright red, large, loose, semi-double blossom which is very fragrant.

GOLDEN DAWN. Sunflower-yellow blossoms turning to lemon—well formed—sweetly fragrant—a profuse, continuous bloomer.

GRENOBLE. Large, scarlet-red flowers without shading. Tall, hardy plants with luxuriant foliage.

Mrs. Pierre S. du Pont



Special

Group Offer No. 19
5 McGredys listed here

\$ 3.10

(Value \$3.75)

Includes all these earlier
McGredys—Irish Roses at
their best. One each of:

MARGARET McGREDY
MRS. SAM McGREDY
McGREDY'S IVORY
McGREDY'S SCARLET
McGREDY'S YELLOW

Favorites

75¢ EACH

Any 12 Plants only \$7.50
Any 25 Plants for . 14.75

Three of any single variety at the dozen rate



McGredy's Yellow

HEINRICH WENDLAND. Double flowers of nasturtium-red—deep golden yellow on outer surface—never fades—highly fragrant. Long stems.

HINRICH GAEDE. Large, spectacular, double blossom of orange-yellow, flushed with nasturtium-red. Fine, long-pointed buds.

ISOBEL. Large, single flower with bronze tones turning to flaming orange-pink. One of the gayest and largest of all single Roses.

JOANNA HILL. Medium yellow flower—single blooms on long, strong stem—moderately fragrant. Excellent for cutting.

KAISERIN AUGUSTE VIKTORIA. The standard, double, pure white bedding Rose. An exotic blossom for contrast in bouquet or garden.

KILLARNEY QUEEN. Rose-pink, semi-double flower with extra-large petals. Free flowering. Remarkable fragrance.

MARGARET McGREDY. Very large, orange-to-scarlet flower that does not fade. Moderately fragrant—few thorns—very vigorous blooms all season.

MAX KRAUSE. Yellow bud, opening to double flower of rich yellow-gold. Strong—continuous bloomer.

McGREDY'S IVORY. Delicate, creamy white blossom that merges into yellow at the base. Long, pointed bud—beautifully shaped flower.

McGREDY'S SCARLET. Vivid rose-red with a blazing scarlet sheen. Large, loosely formed flowers on vigorous, healthy plants.

McGREDY'S YELLOW. Large, bright, buttercup-yellow flowers on dark red stems. The form of bud and flower is exquisite and captivating.

MEVROUW G. A. VAN ROSSEM. Radiant, apricot-colored buds opening to bright, golden yellow flowers streaked with orange. Rich fragrance.

MISS ROWENA THOM. Large, rose-colored blooms with a golden base—fragrant. Strong, branching plants.

MME. BUTTERFLY. Light pink flowers delicately tinted with gold. Lovely in the garden and an exquisite cut bouquet. Fragrant—free blooming.

Mrs. Sam McGredy



Special

Group Offer No. 20

All 8 Roses Shown
Here

\$4.95

(Value \$6.00)

A group of Hybrid Tea
Roses that can't go wrong
for you! Includes one each
of the varieties illustrated on
pages 18 and 19.

Dame Edith Helen





Special Group Offer

No. 21

12 "Easy-to-Grow" HYBRID TEA ROSES

\$7.25

Get this group for a truly glorious everblooming Rose-garden! It includes one each of the varieties illustrated on pages 18, 19, and 20.

Prince Felix



McGredy's Ivory

MME. JULES BOUCHE. Medium-sized white flowers slightly flushed with pink in the center. Always in bloom—healthy, branching plants.

MRS. ERSKINE PEMBROKE THOM. The fine long buds open into perfectly shaped flowers of rich lemon-yellow and delicate fragrance.

MRS. PIERRE S. DU PONT. Deep golden yellow—becomes slightly lighter with age—medium size—semi-double—moderately fragrant—steady bloomer.

MRS. SAM McGREDY. Scarlet-copper-orange flower—heavily flushed with Lincoln red on outside of petals—moderately fragrant—a profuse, continuous bloomer—very hardy. One of the finest Roses grown for cutting.

PINK DAWN. Well-formed, double flowers of deep rose—opening to lovely pink, tinted with orange at the base of the petals—fragrant—vigorous.

PRESIDENT HERBERT HOOVER. Maroon and orange, two-tone large, open flowers. A free bloomer, and a vigorous, upright plant.

PRESIDENT PLUMECOCQ. Deep salmon overglow on coppery buff flowers. Large—fragrant—blooms constantly.

PRINCE FELIX (de Luxembourg). Well-formed, large blooms of brilliant scarlet-red. Withstands sub-zero weather. Tall-growing plant.

QUEENSLAND BEAUTY. Australian sport of the famed Golden Dawn. Has large blossoms of coppery pink—luxuriant foliage.

RADIANCE. Cameo-pink blossoms that deepen toward center—large, double—intensely fragrant. Blooms all season and in all climates.

RED RADIANCE. Flower very large—double, lasting and intensely fragrant. Has clear, even shade of red. Everblooming!

REV. F. PAGE-ROBERTS. Bright, coppery red buds open to exceptionally large yellow flowers. Unusual fragrance—blooms all season.

ROMANCE. Flowers of golden yellow shading to lemon; long-pointed bud. Glossy foliage.

ROSLYN. Large golden yellow flower with reverse of petals tinted with orange. Slightly fragrant—vigorous, compact growth—blooms freely.

SOEUR THERESE. From unusual long, pointed buds of silvery yellow, with distinctive markings of mauve-red, this lovely flower unfolds into a rich, daffodil-yellow that never fades. Fragrant—blooms freely.

SOUVENIR DE CLAUDIUS PERNET. Unfading yellow flower—one of the oldest and best of the moderns. Blooms throughout the summer.

SOUVENIR DE MME. C. CHAMBARD. Charming coral-pink blooms tinted with peach. Prolific and fragrant—long, pointed buds.

TALISMAN. Golden yellow and copper blossom of medium size—double and long-lasting—free blooming. Long a favorite.

TEMNO. The largest of all the darkest Roses—not black but not far from it! Rich, deep, velvety maroon blooms in great quantity. Strongly perfumed.

VICTORIA HARRINGTON. Long, pointed bud and large rich red blooms with peculiar curving petal formation. Very attractive! A show Rose.

W. E. CHAPLIN. Large, double crimson blossom deepening to carmine-crimson—does not blue or burn—moderately fragrant—blooms continuously.

WILLOWMERE. Medium size, pink blooms shading to yellow at center and toning to carmine-pink toward edges of petals—blooms all season.

THE GLORIOUS

Floribundas

J & P 1940
INTRODUCTION

Hailed as the ultimate development among modern Roses, this new class possesses every qualification for which the world's great hybridizers have striven throughout the years. Perfect blossoms of full Hybrid Tea size, carried in thick clusters reminiscent of the old-time Polyanthas, to which they trace their remote ancestry through generations of crossing and line-breeding.

They are ideal for planting in groups of from three to one hundred in beds or shrub borders, or as groups among shrubs, perennials, and evergreens. (See page 44.) In either instance their persistent continuity of bloom throughout the summer and the heavy massing of their color affords a striking and permanent effect from spring to fall. They provide long-lasting bouquets, are remarkably hardy, and are easy to cultivate, making them ideal to use in place of annual foliage plants or flowers.

Headed by "World's Fair," the outstanding introduction of this class in 1939, and winner of the first "All-America Selections" award for 1940, Floribunda Roses were the feature of "A Parade of Modern Roses" at the New York World's Fair last summer. Their future popularity is assured, and they merit an important place in any garden, large or small, where color is important all season.



© J. & P. CO.

WORLD'S FAIR

(Plant Patent No. 362.)

The Rose sensation of 1939. Dedicated to the great New York World's Fair and admired by thousands there in "Gardens on Parade." Large clusters of velvety flowers of blackish scarlet all but hide the luxuriant foliage beneath.

Honored.... by receiving the First Award, "1940 All-America Rose Selections, Floribunda Classification."

Prolific.... a continuous display of color from spring to frost.

Size..... blooms nearly 4 inches across, with 18 to 20 petals.

Fragrance.... a cool, whispering perfume that is full of allure.

Pride..... a solid bed of "World's Fair" will give you something to boast about to your neighbors.

Price \$1.00 each

\$10.80 per doz.



THE GLORIOUS FLORIBUNDAS



© J. & P. CO.



© J. & P. CO.

BETTY PRIOR

(Plant Patent No. 340.)

An important and popular addition to the Floribunda group. Distinctive in appearance as well as in color. Hardy, permanent, and highly desirable for mass planting in solid borders or hedges. This variety has continually stolen the show at the New York World's Fair.

Form....resembles the delicate red dogwood blossom in shape and size.

Color....opens a lively red and turns to a delicate shell-pink.

Prolific...blooms in large clusters in the spring—and continuously through the season.

Plants...medium height and pleasingly bushy.

Fragrant.rich and spicy odor.

Price \$1.00 each
\$10.00 per doz.



JOYOUS

(Plant Patent applied for.)

From rose-red glory to deep, impressive pink they change, as the gorgeous buds open into delightfully informal almost single blooms.

Beautiful...when planted singly or in solid beds.

Unusual...for cutting.

Strong....growth and free blooming.

Foliage....is deep red as plants approach blooming period.

Honor....Silver Medal Award at Elizabeth Park, Hartford, 1939.

Price \$1.00 each \$10.00 per doz.

J & P 1940
INTRODUCTION



© J. & P. CO.

SUMMER SNOW

(Plant Patent applied for.)

How cool and refreshing it looks all summer! Its great clusters of clean, white, double flowers remind you of the softest snow. A favorite bedding Rose, for white is so necessary to lend the final artistic touch which makes your color scheme perfect.

Flowers.. clear white.

Prolific...blooms freely in profuse clusters until frost.

Plants...grow 24 to 30 inches tall.

Fragrance.as clean and sweet as you would expect from such a delightful Rose.

Price 85c. each \$8.50 per doz.

See quantity prices of
Floribundas on page 25



THE GLORIOUS FLORIBUNDAS



ANNE POULSEN

(Plant Patent No. 182.)

Makes a showy addition to any Rose-garden. The 24-inch stems bear fine sprays of brilliant scarlet flowers vividly overcast with crimson. A true Poulsen with typical heavy, healthy Poulsen foliage. Has a long season of bloom. Among the Danish varieties from this famous hybridist, it stands out as one of the very best.

Bloom...4-inch flowers with 14 huge petals.

Scent...reminiscent of the soft sweet hill winds.

Hardy...don't even mind our American winters.

Award...Certificate of Merit National Rose Society and one at Bagatelle.

Price 75c. each \$7.50 per doz.

DONALD PRIOR

(Plant Patent applied for.)

Great clusters of graceful flowers that are red, like rare old wine. Dark green foliage for a background. Huge splashes of brilliant color in your garden—that's what Donald Prior can contribute—a Rose that everyone should include in his collection.

Variety....an 8-petaled Floribunda Rose with flowers about 3 inches across on branching plants some 18 inches high.

Continuous...never without flowers—with three or four flowers on individual shoots, between the large bursts of bloom which come very frequently throughout the season.

Scent....rare old fragrance inherited from a Damask ancestor.

Price \$1.00 each \$10.00 per doz.



© J. & P. CO.



SMILES

(Plant Patent No. 331.)

A bright, cheery flower that actually looks up at you from its place in your garden and smiles. It was originated by the late Dr. Nicolas, who was so widely known as a Rose specialist—and has been seen and admired by thousands of Rose enthusiasts who have visited our gardens. You, too, will fall in love with Smiles—quickly.

Color.....a splendid salmon-pink.

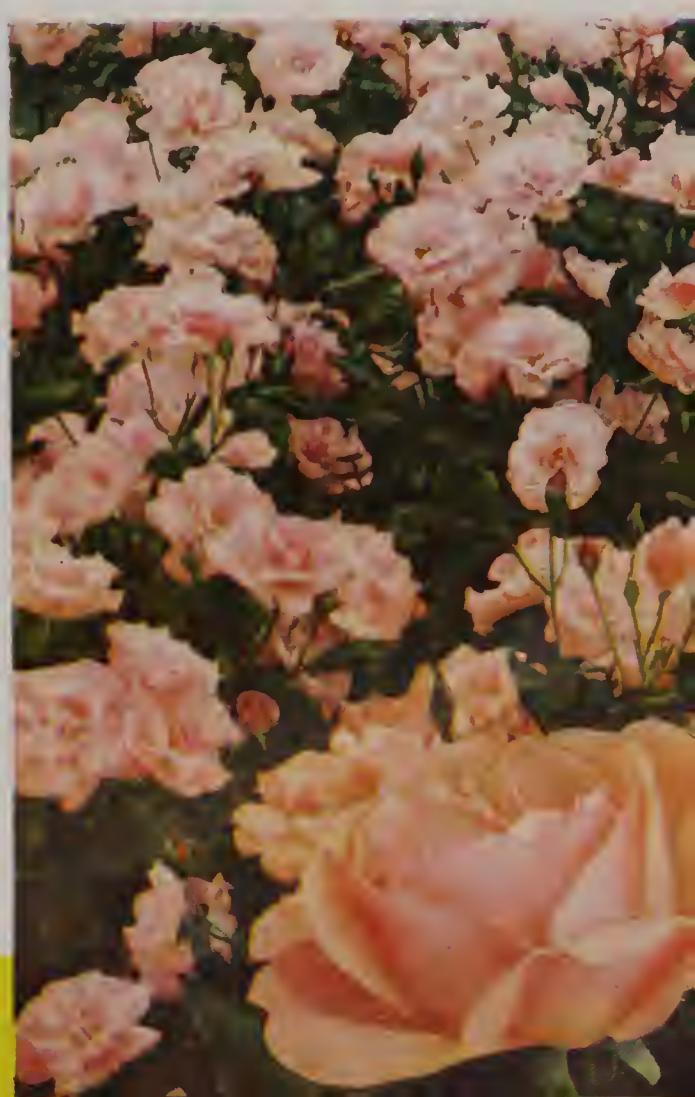
Blooms....semi-double and about 3 inches in diameter.

Characteristics...blossoms are long-lasting and are borne on medium-tall, spreading plants with handsome foliage.

Continuity...just about as continuous a bloomer as a Rose can possibly be.

Fragrant...read the testimonial below. You will be delighted too.

Price 85c. each \$8.50 per doz.



© J. & P. CO.

© J. & P. CO. "My 'Smiles' opened its first blossom today. I am pleased with the fine bush and had a happy surprise when I found the blossom not only lovely, but richly fragrant."—FRANCES M. GUSHEE, Appleton, Maine. June 19, 1939.

THE GLORIOUS FLORIBUNDAS



© J. & P. CO.

CARILLON

(Plant Patent No. 136.)

The birds and butterflies have always said that Carillon Roses sing. And it must be true because from its early days this cheery Rose has been a symbol of happiness and rejoicing. Plant it in groups—and you will have a magic carpet in your garden—a carpet of soft flame-coral and lustrous green. One of the most generous bloomers we have ever seen. Grows best in northern states.

Variety....the Floribunda *par excellence*.
Growing 18 inches high and
working right up to frost.

Blooms....large and pleasingly fragrant.

Recognition..Gold Medal, A. R. S.

Price 85c. each \$8.50 per doz.



ROCHESTER

(Plant Patent No. 131.)

Has been described as "stardust refined to gold." The bloom is medium large and double. Has all the perfection of form of the Hybrid Tea, with the cluster formation and free-blooming habit of Floribunda.

Bloom....no bush Rose was ever more prolific. About 2 feet tall.

In Groups...gives you a continuous mass of fragrant beautiful flowers.

Flowers....faces of golden yellow to contrast an orange-carmine reverse.

Price 85c. each \$8.50 per doz.

PERMANENT WAVE

(Plant Patent No. 107.)

A dainty and sophisticated flower from the land of wooden shoes—a superb product of M. Leenders & Company, of Holland. The name comes from the interesting marcel of the semi-double flowers which make up the huge clusters.

Decorative....stands up beautifully for long-lasting table decorations.

Color....outside of petals a peculiar cochineal-red—inside a shade lighter.

Vigorous....up to 30 inches tall and stands our climate well. Ornamental leaves of dark purplish hue.

Price 75c. each \$7.50 per doz.



© J. & P. CO.



© J. & P. CO.

Jackson & Perkins Preferred Roses
are guaranteed to bloom

THE GLORIOUS FLORIBUNDAS

Other Floribundas

J & P 1940
INTRODUCTION

These are 5 additional Floribundas which lack of space prevents illustrating. The omission in no way implies that they are less desirable than the varieties illustrated. Indeed, we fully expect that many Rose-friends will indignantly protest that the very ones we have not illustrated are the best of all.

KAREN POULSEN

One of the first Floribunda Roses. Very popular in England, but spotty in performance here. This cheerful Rose has a mass of brilliant, unfading scarlet flowers that are single but very large. Its strong, healthy plants grow upright.

Price 75c. each \$7.50 per doz.

GRUSS AN AACHEN

This strikingly beautiful member of the popular Floribunda group is a soft orange-pink in the bud, changing to a charming salmon-pink and white as it opens.

Price 75c. each \$7.50 per doz.

WHITE AACHEN

Has all the well-known good qualities of that celebrated bedding Rose, Gruss an Aachen. Because of uniform growth—about 15 inches—a bed of White Aachen makes a charming garden picture. Note: All Aachen Roses grow best in semi-shade.

Price 75c. each \$7.50 per doz.

PINK GRUSS AN AACHEN

This is a sport of Gruss an Aachen, but is a deep salmon-rose in color. It has the same lavish, free-blooming habits, but with somewhat fuller flowers.

Price 75c. each \$7.50 per doz.

Polyanthas

Continually blooming clusters of small flowers frequently called "Baby" Roses. Ideal for beds or along walks. Grow to 24 inches tall.

75c. each \$7.50 per doz. 25 for \$13.75

CAMEO. Aptly named for its distinctive color—a subtle shade of shell-pink and salmon with a definite golden glow. Large sprays.

CECILE BRUNNER. Charming light pink flowers shading into yellow at the base. Dainty in size and lovely in color.

CHATILLON. Blooms in huge clusters of semi-double flowers. Bright pink with a suggestion of orange.

DICK KOSTER. Gorgeous dark red, globular anunculus-shaped flowers, 1½ inches in size. Distinctly interesting and different.

GLOIRE DU MIDI. Plant Patent No. 270. Brilliant, orange-scarlet flowers massed so thickly that one spray makes a bouquet. Sturdy—never fades—a garden focal point! About 12 inches tall.

MARGO KOSTER. Light orange color, flushed slightly pink. Individual flowers are rounded in form. Bush 18 inches high.

TRIOMPHE ORLEANAIS. Luscious, full cherry-red blossoms that give a striking display of color—a perpetual delight from spring till fall.

Sensational Variety... New This Year

HOLSTEIN

(Plant Patent applied for.)

\$1.00 each
\$10.00 per doz.

An unusually free-flowering Floribunda, new from Kordes, the greatest hybridizer of the hardier, more resistant Floribundas. We believe Holstein produces more flowers than any other variety. Gives a solid carpeting of red that harmonizes well with other colors.

Flowers... about 4 inches—6 petals of dark, brilliant red accented by a cheerful white eye.

Prolific... immense clusters highly effective in borders and massive displays.

Plant... 2 to 3 feet tall—vigorous, healthy foliage, handsome appearance; strong upright stems.

GROUP OFFER No. 22
Pink Betty Prior, red Donald Prior and white Summer Snow, make eye-compelling groupings among shrubs or perennials.
9 Plants as follows:
3 Betty Prior, 3 Summer Snow
3 Donald Prior \$7.15

GROUP OFFER No. 23
Three shades of red—from deep, velvety scarlet to light cochineal—make this trio superb for any shrub border.
9 Plants as follows:
3 Joyous, 3 World's Fair
3 Permanent Wave \$6.90

GROUP OFFER No. 24
Three semi-shade-loving Aachens whose blended tones make a lovely group beneath evergreens and wide-spreading shrubbery.
9 Plants as follows:
3 Pink Aachen, 3 White Aachen
3 Gruss an Aachen \$5.65

Other savings possible on quantity purchases of Floribundas of any assortment
you may select:

	3 of a kind	25 of a kind
Varieties costing \$1.00 each...	\$2.50	\$18.75
Varieties costing .85 each...	2.15	15.65
Varieties costing .75 each...	1.90	13.75

J. & P. MODERN

Climbing Roses

Any garden is made more colorful, more attractive by the addition of Climbing Roses, especially the newer Jackson & Perkins varieties. The great clusters of gorgeous flowers, framed by luxuriant foliage, provide ideal screening for unsightly corners, fences, garages. Page 44 of this catalog gives several suggestions for planting Climbing Roses that are calculated to "high-light" your garden in a spectacular way.

Climbers are easily protected through the winter, even where the temperature drops well below zero. Simply lay the canes on the ground, then cover them with earth, straw, or old burlap bags to keep the ground frozen and the sun and wind off the canes. Climbers bloom on old wood. Protected during winter and given an ordinary degree of cultivation, they will repay you many times over for the small amount of effort required to grow them.

Three plants of any one variety
at the dozen rate



J. & P. CO. ©

JUNE MORN

(Plant Patent applied for.)

An outstanding achievement of the great rosarian, Dr. J. H. Nicolas. A sturdy, climbing Rose that you simply must have in your garden. It has large 5-inch double flowers, of a luscious watermelon-pink, in great profusion in many-flowered clusters continuous in the spring and again in the fall. *We consider June Morn the very best of the modern Climbers.*

History . . . all the grace and charm of Gregoire Staechelin combined with the vigor and free-flowering trait of its other parent, Climbing Claudius Pernet.

Foliage . . . heavy deep green.

Color . . . bright watermelon-pink inside, touched with gold on the outside.

Blooms . . . heavily in early summer with a good crop in the fall.

Price \$2.00 each

\$20.00 per doz.

SUMMER SNOW, Climbing

(Propagation Rights Reserved.)

A strong-growing, free-blooming pure white Climber. Easily trained for pillar, screen, or trellis. Clusters of white, loosely double flowers in the heaviest first crop will put mountains of snow in your garden. Without question the fairest of the white Climbers.

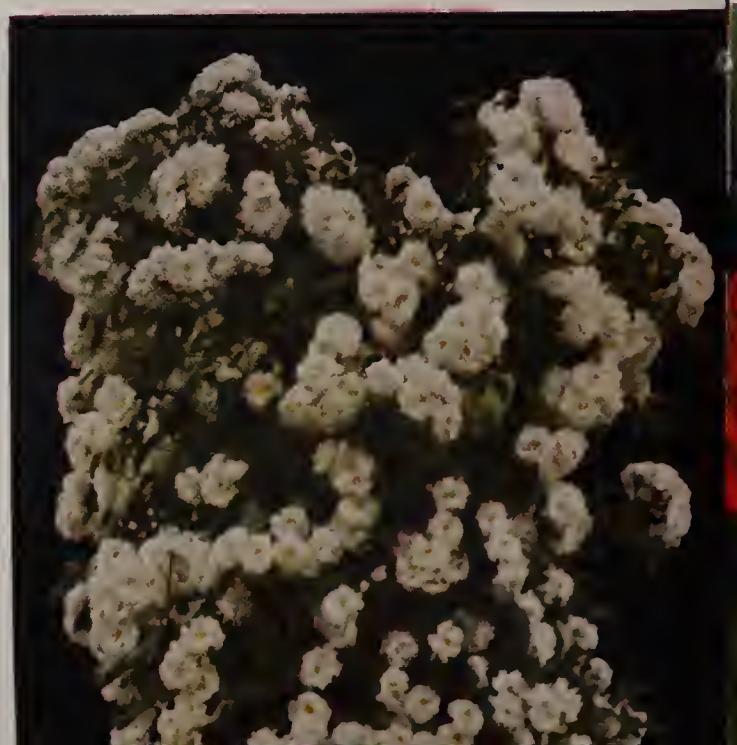
Blooms . . . heavily in the early days—and intermittently thereafter.

Type . . . free branching—spreads to cover a large surface. Superb as a pillar Rose.

Color . . . pure white, clean as driven snow.

Price \$1.50 each

\$15.00 per doz.





© J. & P. CO.

DOUBLOONS

(Plant Patent No. 152.)

Doubloons—the golden treasures of old pirate days—were buried deep on fabled islands far away—hidden—useless—dead. But Doubloons—the golden beauties from nature's treasure chest—planted in a lovely garden—live—climb—bloom and bring great happiness to everyone who sees them. Doubloons is the best all-purpose yellow Climber yet produced—just what Rose-lovers have wanted for years.

History... a direct descendant of our American wild Prairie Rose, giving it a heritage of hardiness very valuable in a Climber.

Blooms... large, golden flowers, fairly double, literally cover the plant for a long period. Beautiful foliage of dark velvety green.

Hardy... vigorous, healthy, with long, heavy canes. No special growing methods necessary. Grows 12 feet in a season.

Scent....spicy, clean.

Price \$1.50 each

\$15.00 per doz.

BLAZE

(Plant Patent No. 10.)

A blazing scarlet beauty that has steadily made its way in public favor until it is probably more widely used today than any other Climber. It is a repeating form of Paul's Scarlet—and the repeating characteristic has been definitely fixed by the use of bloom-wood only in successive propagations.

Use.....train it over an arch or pergola—use it to cover a fence or the side of your garage—grow it on a tall post or pillar—or use it to brighten a porch.

Prolific.... Blaze gives a plentiful supply of vivid scarlet flowers in the first blooming—and then continues to flower intermittently all through the season.

Price \$1.00 each

\$10.00 per doz.



© J. & P. CO.



FLASH

(Plant Patent applied for.)

As spectacular as a Fourth of July celebration is a plant of Flash in full bloom. Rich and fruity fragrance. Foliage is dark green, heavy and rough. Not a rampant Climber, but good for an eight-foot pillar with ordinary attention. Blooms from late May through June. Won first award for climbing Roses, 1940 "All-America Rose Selections."

Price \$1.00 each

\$10.80 per doz.

PRINCESS VAN ORANGE

(Plant Patent No. 106.)

Here is an exotic combination of a brilliant oriental orange and a magnificent royal scarlet—a new color in hardy Climbers of the Rambler type—a color combination that literally sets the branches of the plant aglow with warmth and cheerfulness.

Climbs.... pushes its way up to great heights in the course of time.

Vigorous.... sturdy. Older plants frequently bloom as late as September and October.

Price \$1.00 each

\$10.00 per doz.

Special Group Offer No. 25 OF MODERN CLIMBERS

1 each of JUNE MORN, BLAZE, DOUBLOONS \$3.75
(Regular Price \$4.50.) Special



Mme. Gregoire
Staechelin



Jacotte

Climbing Roses, continued

NEW DAWN

(Plant Patent No. 1.)

Soft pink flowers with delightful fragrance. It's almost unbelievable that such delicate beauty can exist! But this lovely Rose surprises you—blooms almost continuously from early June until frost. Long stems.

Price \$1.50 each \$15.00 per doz.

GOLDEN CLIMBER

(Plant Patent No. 28.)

Attractive, long golden yellow buds, maturing into handsome, yellow, Tea-like flowers flecked with orange-scarlet, on stems 18 inches or longer. Hardy. Good for cutting; long blooming period. Glossy leaves.

Price \$1.00 each \$10.00 per doz.

	Price Each	Per Dozen
ALLEN'S FRAGRANT PILLAR. Everblooming. Large, full, fragrant, satiny pink flowers. Hardy—does not mildew . . .	\$1.00	\$10.00
AMERICAN PILLAR. Immense clusters of single flowers, brilliant pink with a white eye. Vigorous and hardy	75	7.50
CLIMBING AMERICAN BEAUTY. Large buds and flowers of American-Beauty crimson. Blooms very early—sweet-scented.	75	7.50
CLIMBING PRESIDENT HERBERT HOOVER. Maroon, orange, and gold. Blooms all season. Protect in northern climate . . .	1.00	10.00
CLIMBING TALISMAN. Climbing sport of the famous Talisman Rose. Everblooming! Protect in northern climate . . .	1.00	10.00
DR. W. VAN FLEET. Large flowers of pale pink on long stems. Profuse June blooms followed by red berries. Vigorous growth.	75	7.50
JACOTTE. Large, semi-double flower of coppery yellow tinted coppery red. Blooms profusely—highly fragrant. Needs protection in northern climate	1.00	10.00
MME. GREGOIRE STAECHELIN {Spanish Beauty}. Crimson buds open to large, perfumed, delicate pink flowers, almost hiding the plant. Hardy, vigorous grower—fine for cutting .	1.00	10.00
PAUL'S SCARLET CLIMBER. Flowers large, well-shaped, vivid scarlet-red—fade but little. Large, open clusters . . .	75	7.50
PRIMROSE. Hardy Climber with large, double, canary-yellow flowers in great profusion. Handsome holly-like foliage . .	75	7.50
REVEIL DIJONNAIS. Climber. Medium size, golden yellow buds, striped with reddish pink, which open to semi-double flowers of golden yellow; center surrounded with carmine. Spectacular! Heavy June blooming, yet repeats through summer and fall. Protect in northern climate	1.00	10.00



Reveil
Dijonnais

Special Group Offer No. 26

THREE COLOFUL CLIMBERS

To beautify the side of a garage or conceal any unattractive place in your yard, don't fail to get this group consisting of one each of the three outstanding Climbers illustrated on this page—Jacotte, Reveil Dijonnais, Mme. Gregoire Staechelin. Value \$3.00 \$2.45

Roses for Special Uses

EVERBLOOMING H. P. ROSES

75c. each \$7.50 per doz.

For sentiment's sake, you must have a few of these large, old-fashioned, sweet-scented June Roses in your garden. Those listed here are the newer repeating varieties, and a few of the best older ones are included. They are Hybrid Perpetuals and all of them will bloom continuously from June until fall.

FRAU KARL DRUSCHKI. Most popular white Rose in the world! Perfect snow-white color and exquisite in shape. Long, pinkish buds—firm petals. No fragrance. Useful also as a pillar.

GEORG AREND. One of the finest of pink Roses. Except for color, the flowers are like Frau Karl Druschki.

HENRY NEVARD. Velvety scarlet—large, full, very fragrant blooms. One of the best for form and color.

MRS. JOHN LAING. Erect, healthy plant producing cup-shaped double flowers of rare beauty. Clear, solid pink. Delightfully sweet fragrance.

OTTO KRAUSS. A tall, upright-growing, robust variety. Immense blooms, orange overlaid with copper, eventually paling to fawn. Very showy and easy to grow.

S. M. GUSTAVE V. Fine, full flowers of lively pink. Very fragrant and everblooming.

Three of any single variety at the dozen rate

AUSTRIAN BRIARS

75c. each
\$7.50 per doz.

Introduced more than three centuries ago, the lovely yellow Austrian Briars have developed into exceptionally valuable Shrub Roses. They are the progenitors of the present yellow Hybrid Teas.

HARISON'S YELLOW. The bright yellow Shrub Rose which blooms in early spring. Lovely double flower. Always popular for early American homes.

AUSTRIAN COPPER. Single, brilliant orange-red flowers inside and golden yellow outside. A fine Shrub Rose which adds a striking note to any landscape!

PERSIAN YELLOW. Another delightful old-fashioned Shrub Rose, having small, double, deep yellow blooms in early spring. You will welcome it every year.

TRAILING GROUND-COVER ROSES

Here are two varieties that solve many difficult garden problems, as they grow perfectly on banks and in semi-shady places, turning otherwise unattractive patches into surroundings of sheer delight. Almost every garden has a need for these.

Price 65c. each \$6.00 per doz.

MAX GRAF

An enthralling sight when its large, single, shining pink flowers come into bloom in the spring. A hardy, vigorous grower, fine even for covering rocks.

WICHURAIANA

Clusters of fragrant, starry white flowers, followed late in the season by bright red berries. This lively Rose roots wherever it touches soil.

MOSS ROSES

Sentiment clings to the delicate Moss Rose as closely as its own delightful fragrance. It is rooted deep in ancient garden lore, for its earliest mutations trace back to sunny France in 1696, and every generation since that time has found it a source of beauty and pleasure. Its distinctive scent is secreted in the mossy cresting of its sepals from which its name derives. Add to this the characteristics of bright color and hardy growth, and you have a Rose which you will cherish and enjoy for a long, long time.

Price 85c. each \$8.50 per doz.

COMTESSE DE MURINAIS

Climbing Moss, extremely hardy—stands the coldest weather. Fine for post or fence work, as it reaches 10 feet and is literally covered with medium-sized, blushing-pink, double Roses. Blooms once a year for a long period.

CRESTED MOSS

Beautiful rose-pink buds and blooms with feathery petals and hooded bud. The open flowers are large, full, and bright. This Rose was introduced in Switzerland more than a hundred years ago! It's been popular ever since.

RUGOSA ROSES

75c. each \$7.50 per doz.

A Rose for a rugged climate! These hearty beauties can stand anything. They are especially useful for hedges or mass plantings where the winters are most severe, or where there is a lack of fertile soil, or in seashore gardens. As their name implies, their foliage is tough with many seams, and their stems are erect and spiny. They usually grow about 5 feet tall, giving a lovely display of color, and some may be trained as climbers.

AGNES. Double flowers of medium size—long-lasting—amber with a deeper center makes them interesting as well as beautiful. Very fragrant.

BLANC DOUBLE DE COUBERT. A free-growing and extra-fine white variety. Double flowers bloom continuously summer and fall.

DR. ECKENER. Large, semi-double flowers of salmon-pink combined with radiant gold at the base. Very fragrant. Lovely grown as a pillar.

F. J. GROOTENDORST. Clusters of small, bright crimson flowers of the Baby Rambler type. Bloom freely all season. Fringed petals.

PINK GROOTENDORST. Very charming, shell-pink variety of the popular F. J. Grootendorst. Same characteristics and habits.

SANGUINAIRE. A handsome shrub with single, vivid red flowers that virtually bloom all the time.

VANGUARD. Large, full bloom of orange-salmon—immense, shiny, dark green foliage. Exceptionally strong growing can be trained against a garage or on a lattice. Grows to a height of 6 or 8 feet. Especially useful as a climber.



TREE ROSES

3½-Foot Stems

\$3.00 each, \$30.00 per doz.

(Any six Trees at the dozen rate)

AMELIA EARHART. Faintly blushing yellow. Page 13.
AUTUMN. Burnt-orange, streaked with red. Page 18.
BLAZE. Brilliant scarlet. A very effective Tree Rose. Page 27.
COUNTESS VANDAL. Coppery bronze and pink. Page 12.
DUQUESA DE PENARANDA. Copper-apricot.
ECLIPSE. Brilliant golden yellow. Page 9.
E. G. HILL. Velvety maroon. Page 18.
ETOILE DE HOLLANDE. Bright red. Page 18.
GLOAMING. Salmon-pink with gold. Page 10.
GOLDEN DAWN. Golden yellow. Page 18.
GOLDEN MAIN. Unfading rich yellow. Page 11.
LOS ANGELES. Brilliant salmon-pink.
MARY HART. Pat. No. 8. A red form of Talisman.
MATADOR. Bright velvety crimson. Page 13.
McGREDY'S IVORY. Double creamy white blooms. Page 19.
McGREDY'S PINK. Soft pink. Page 14.
McGREDY'S YELLOW. Bright buttercup-yellow. Page 19.
MME. EDOUARD HERRIOT. Brilliant orange-red.
MRS. FRANCIS KING. Cream-white. Page 13.
MRS. PIERRE S. DU PONT. Golden yellow. Page 20.
MRS. SAM McGREDY. Scarlet-copper-orange. Page 20.
PRESIDENT HERBERT HOOVER. Two-tone. Page 20.
REX ANDERSON. Ivory-white. Page 15.
ROME GLORY. Scarlet-crimson. Page 8.
SIGNORA. Mandarin and salmon. Page 12.
SOEUR THERESE. Deep yellow. Page 20.
SOUVENIR DE CLAUDIUS PERNET. True yellow. Page 20.
SOUV. DE MME. C. CHAMBARD. Coral-pink. Page 20.
TALISMAN. Golden yellow and copper. Page 20.
TEXAS CENTENNIAL. Rich blood-red. Page 12.
WORLD'S FAIR. Velvety blackish scarlet. This variety
makes a very effective Tree Rose. Page 21.
YOSEMITE. Pat. No. 109. Orange-scarlet with a suffusion of
carmine.

Tree Roses are packed free and shipped Express collect. If out of
the variety ordered, we request permission to ship another Rose of the
same quality and color, and shall do so unless otherwise instructed.
Special planting and cultural directions are supplied with each order.



Butterfly Bush

BUDDLEIA

A shrub that bears living, ever-changing flowers! For its own delicate long sprays of bloom have an irresistible attraction for the butterflies that flit through every garden, so that they soar and settle about it through the warm days of summer and early autumn. A majestic, hardy perennial, sometimes growing 6 feet tall, it provides a rich contrast to other garden flowers and a never-failing source of graceful fragrant blooms for house decoration.

CHARMING



A magnificent specimen to distinguish your garden. Bears elegant sprays of lavender-pink in graceful profusion. Distinctively fragrant, and admirable for cutting. A superb and stately beauty, hardy and prolific regardless of the climate.

3 for \$1.25 10 for \$4.00
50c. each

ILE DE FRANCE

Another magnificent Buddleia—the richest and darkest of its race. The flowers of glowing claret-purple are packed into thick spikes a foot long. Truly royal in form and appearance. Needs no care—grows in any soil or climate—and blooms from July to frost. A dependable, satisfying plant year after year!

3 for \$1.25 10 for \$4.00
50c. each

Ile de France



Charming

Cultural Hints PERENNIAL PLANTS

Perennial borders fulfil a dual purpose. They give you gay and colorful garden surroundings throughout the year and are a constant source of cut-flowers. The past few years have brought forth many wonderful improvements in almost all known varieties. We have searched here and abroad and have also been diligently producing many new varieties in our own nurseries, all with the idea of giving you the latest and best in the most desirable kinds. Our testing is done under northern New York conditions, where temperatures have gone down to 30 and 35 degrees below zero. Our plants are tried and produced here to insure their hardiness.

Here are a few specific, helpful suggestions. For best results always plant 3 of a variety together. We will welcome your writing us on any other special problems.

1. ASTERS.

Plant in rich soil—cut off all shoots in spring on your tall-growing fall Asters, leaving only one or two.

- Let these develop and see the handsome stalks and the glorious individual florets you obtain.
- Divide your clumps every three years. Plant out small divisions and discard the rest.
- Protect *Aster Frikartii* somewhat if you are very far North.

2. CHRYSANTHEMUMS.

- Remove half the spring bottom shoots on two-year plants.
- When blooming plants are in danger of freezing and you want to keep them, take up and box or pot some of your favorites. Put them back next spring.
- If you want flowers for show purposes, disbnd side shoots.

3. DELPHINIUMS.

Plant in medium rich soil. When 2 feet high, fertilize with Vigoro, or its equivalent (4 pounds per 100 square feet). In winter, cover each plant with some well-leached cinders, a shovelful on the crown of a plant. Do not let plants seed. Cut out the flowering spikes as they finish and you'll get a second bloom.

4. GEUMS.

Do well in any ordinary garden soil and can be depended on to keep the spot covered with green after the flowers are gone.

5. GYPSOPHILA.

Cut off the first blooms and they will bloom again. Use them freely.

6. HELIANTHUS, CORONATION.

Put in water immediately after enting. It keeps a long time.

7. HELIOPSIS, SUMMER GOLD.

Tie some into a bundle and hang upside down in a dry place. They make interesting winter bouquets as well as summer cut-flowers.

8. PHLOX.

Thin out the shoots of older Phlox plants to 3 or 4 at the most. Size of individual spikes will well reward you. Move and break up clumps every three years.

9. PHYSALIS, GIANT GLOBE.

Cut when leaves are still on branches and dry in natural position.

10. SHASTA DAISY, ESTHER REED.

Divide your plants every two years.

11. SHASTA DAISY, SNOWBANK AND NOBILIS.

Cut these freely and they will give you surprising pleasure.

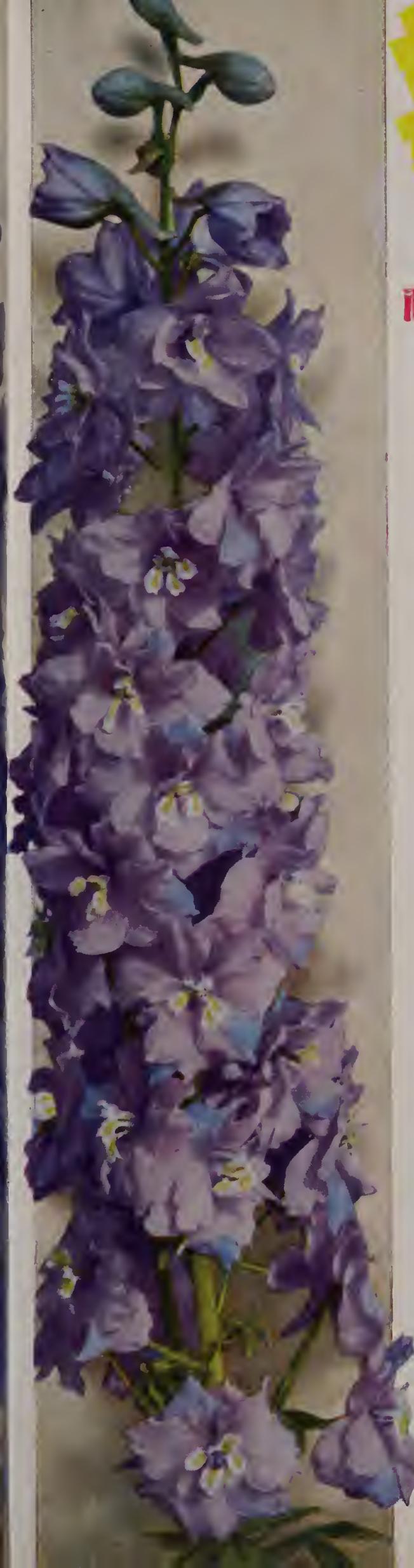
12. RUDBECKIA, THE KING.

Give this a stake if it grows too strong. Here is a dependable prize-winner in any garden show.

13. VERONICA, BLUE SPIRE.

Break off half the shoots when 6 inches tall. This half will bloom four weeks later than the first lot and in this way you get continuous color throughout the entire season.





A Delphinium MILESTONE!

True Separate Colors—100 per cent double

J & P 1940
INTRODUCTION

Here is a real advance in Delphinium breeding from our own Research Department—the result of many years of hybridizing—the fruition of a dream and ambition to produce for this country a new class of Delphiniums certain to yield superb masses of blooms, true separate colors with all florets 100 per cent double.

For the past several years, while this work has been quietly carried on, visitors to our experimental fields have been surprised and delighted to see an astonishing display of these gorgeous new varieties under cultivation, and to learn that they were hybridized in the rigid climate of northern New York State. Last summer there were over 300,000 plants blooming in our fields in Newark—a sight long to be remembered by those who chanced upon them.

Until this year *none of the plants of these remarkable new varieties have been offered for sale.* Only now has our supply been propagated to a point where we are ready to accept orders.

These New American Hybrids are available in five named varieties, each of a different color, as listed below. They will insure definite results for color and planting schemes in your garden. They are truly northern New York hardy, disease-resistant, uniform in growth, perennial in habit. Every floret is definitely double, on huge, "all-out-at-once" spikes.

Named Varieties, illustrated in color left to right

Dauntless, Desirable, Debutante, Delightful, Divine

60c each 3 for \$1.50 10 for \$4.00 25 for \$8.75 100 for \$35.00

DAUNTLESS . Lavender

A compact spike of lavender-colored flowers which blooms about two weeks later than Divine. An ideal border type and also an excellent cut-flower variety. The plant grows about 4 feet and has many spikes.

DESIRABLE

Deep Violet with White Eye
A distinctive violet-purple, with white eye, which lends a pleasing note and a rich accent to any garden. The growth is upright, well-balanced, and the spikes are wiry stemmed and resistant to wind and storms. The color holds. Height, 4½ feet.

DEBUTANTE . White

A clear, sparkling white, very effective when used either in a white garden or with other colors. Lovely by itself, too. Height, 4 feet.

DELIGHTFUL . Blue

A heavenly flower, gay and bright. While the color may vary slightly in shade, these plants are definitely *all* blue. It's the true Delphinium blue, so difficult to get and keep—but here it is, and it will last! Height, 4 feet.

DIVINE . Rose-Mauve

An especially tall plant with a wide-based pyramidal spike bearing flowers of lovely lavender with a faint rose cast. Stately in habit, vigorous and clean in growth—it's a fine garden asset. Height, 5 to 5½ feet.



Varieties in
color, left to right:
Dauntless, Desirable,
Debutante, Delightful, Divine

© J. & P. CO.





© J. & P. CO.



NEW DELPHINIUM RUYSII

Pink Sensation

Plant Patent No. 324

For years, growers all over the world have sought to infuse the color of the wild red Delphinium into our garden hybrids. At last that great horticulturist, Dr. Ruys, of Holland, has succeeded in achieving this end.

The result is Pink Sensation—the only true pink perennial Delphinium in existence! Moreover, a plant that lives up to the highest standards of its modern contemporaries of other colors in strength, hardiness, and prolific growth. Reaching a height of three and one-half feet, with numerous laterals, it continuously throws out new spikes of a lovely airy pink, giving as many as four crops in a season. A constant show of color in your garden, and an exquisite contribution to cut bouquets.

Jackson & Perkins are happy and proud to have been selected as *American representatives* to distribute this enchanting new variety in the United States. We know certainly that it will be hailed as gladly by Delphinium enthusiasts of America as it has been by those of Europe. For beauty and interest both, it will be your pride and joy—and the envy of your neighbors!

\$1.50 each 3 for \$3.75

DELPHINIUM, JEWEL HYBRIDS

3 for 85c. 10 for \$2.25 100 for \$18.00

To those who wish a good assortment of fine Delphinium, these double-flowered, unnamed hybrids will be very satisfactory. They are garden gems—hardy and dependable in growth and come in a variety of delightful colors.

VELVET BLUE CAVE

3 for \$1.00 10 for \$2.50 100 for \$20.00

J & P 1940
INTRODUCTION

For years we have been seeking a healthy garden form of the Blue Cave type, and confidently offer this. A rich purple-blue Delphinium of Belladonna type with glorious, mildew-resistant dark green foliage and a free, branching habit. Very free blooming. The best of the deep-colored Belladonnas. Height, 4 feet.

CLIVEDEN BEAUTY

3 for 85c. 10 for \$2.25 100 for \$18.00

This choice Delphinium is an outstanding form of the delightful airy Belladonna in a beautiful shade of blue. You can hardly believe the wonders it will do for your garden—a bit of heaven among your flowers! Grows to 4 feet.



NEW

Colorful Phlox

One of America's most attractively used perennials is the garden Phlox—no grounds are really complete without it. During the duller months, clumps of three or more give zest to a border, and masses of them give unexcelled effects. Each year brings some new varieties, and here are the three most sensational of all—at prices which should tempt you to order in quantity.

50c. each

3 for \$1.25

10 for \$3.75

SALMON BEAUTY

A rich salmon-pink contrasting with a large white eye. Soft in tone, yet positive in its effect. Reaches 30 inches. You'll like it.

BLUE BOY

The best deep blue Phlox ever produced, free blooming; large individual flowers. Growth is low and bushy—about 24 inches.

HARVEST FIRE

A rare beauty with mammoth salmon-orange heads branching from the bottom, and large individual flowers. The cleanest, healthiest foliage we know. Long period of bloom. Grows to a height of 30 inches.



Top, Harvest Fire—Bottom, Blue Boy—Right, Salmon Beauty

SPECIAL GROUP OFFER No. 29

3 NEW PHLOX **\$1.25**
Value \$1.50 . . .

Try each of the new Phlox. Order this group, which includes one each of the 3 new varieties—Salmon Beauty, Blue Boy, Harvest Fire.

SPECIAL GROUP OFFER No. 30

9 NEW PHLOX **\$3.50**
Value \$4.50 . . .

You will have a lovely array of color if you get this group, which includes 3 each of the 3 new Phlox varieties—Salmon Beauty, Blue Boy, Harvest Fire.

OTHER OUTSTANDING VARIETIES

3 for 65c. Any 6 for \$1.25 100 for \$15.00

MIA RUY'S. Pure white.

ALBERT LEO SCHLAGETER. Brilliant scarlet-red.

MRS. HARDING. Glowing salmon.

DAILY SKETCH. Large; light salmon-pink with crimson eye.

TIGRESS. Bright orange-scarlet.

PAINTED LADY. Peach-pink with deeper eye.

LE MAHDI. Purple.

GEORGE STIPP. Salmon.

SPECIAL GROUP OFFER No. 31
8 VARIETIES
Value \$2.00 . . . **\$1.50**

Includes one each of the 8 other Outstanding Varieties listed above.

SPECIAL GROUP OFFER No. 32
THE LUCKY 11
Value \$3.50 . . . **\$2.50**

Includes 11 varieties of the newest and best Phlox—one of each in Groups 29 and 31.

DEPENDABLE EARLY
GARDEN & CUTTING

Chrysanthemums



POHATCONG

J & P 1940
INTRODUCTION

A lovely, double, deep pink flower, 4 inches across, with rich dark green foliage. Long blooming period—starts in early September. Vigorous growth—24 inches tall. Satisfactory under all conditions. Prolific for cutting.

3 for 90c.

10 for \$2.50



ALGONQUIN

J & P 1940
INTRODUCTION

A radiant, double, yellow, 3-inch flower which is borne freely from early September on. Fine, clean foliage. Grows to 30 inches in height. The best of our early yellow double varieties—a delight in garden or vase.

3 for 90c.

10 for \$2.50



MANANTICO

J & P 1940
INTRODUCTION

An early, red, semi-double flower that is unusually bright and effective. It blooms from early September until frost. Plant grows 18 inches tall. Animates every dreary fall day! Very decorative, both in the house and out.

3 for 90c.

10 for \$2.50



← **EARLY BRONZE**

A very long-lasting, double, bronze, semi-pompon flower that is tops for garden and cut-flower use. Anxious to please, it begins blooming the end of August! Grows 24 inches tall.

3 for 65c.

10 for \$2.00

Special
Group Offer No. 33

5 HARDY MUMS

You can't go wrong on this assortment of one each of the following:

Pohatcong	Early Bronze
Manantico	Pygmy Gold
	White Gull

Value \$1.65, you pay only

\$1.40

CUTTING MUMS, continued

← PYGMY GOLD

A golden yellow carpet! This is one of our favorites. It blooms from August to frost, and has small, double, pompon flowers in successive masses. Grows 18 inches tall, and the shoots are plenty long for cutting.

3 for 90c. 10 for \$2.50



WHITE GULL

Semi-double, clear white—a particularly fine flower for garden ornamentation or cutting. While early hardy whites have been somewhat difficult to obtain in Chrysanthemums, this one has all the desirable qualities. Grows to 18 inches.

3 for 90c. 10 for \$2.50

CUSHION MUMS

3 for 75c. 10 for \$2.00

PINK CUSHION →

A wide favorite, wonderful for garden effects. Plants are rounded like a true cushion, and each bears hundreds of double flowers, starting the end of August. Lovely along driveways or in borders. Grows 20 inches tall.

WHITE CUSHION

From light pink buds, this exquisite Chrysanthemum opens into clear white flowers. In habits it is the same as Pink Cushion and is just as profuse. It will set off your grounds to great advantage.

SPECIAL GROUP OFFER No. 34

6 **Cushion Mums** (\$1.50) for **\$1.25**

This group will definitely do things for your yard in the fall. It includes 3 each of the pink and the white in the Cushion variety.



LAVENDER LADY

This new and beautifully shaped lavender-pink Chrysanthemum simply must grace your garden. It is stately in form and appearance, and its lovely color is rare. The flowers are 4 inches across, and are equally effective in daylight or under electric lights. Three of them make a bouquet. Blooms begin the end of September. Grows to 24 inches in height.

50c. each

3 for \$1.25 10 for \$3.75

CLARA CURTIS

(Rubellum)

Here's a charming new type of hardy Chrysanthemum with lovely masses of 3-inch, single, rosy pink flowers starting in early August. The blooms carry on through frost until very severe weather. Beautiful for mass planting, and they keep indefinitely as cut-flowers. Delightfully fragrant. Well-rounded bush 20 inches tall.

50c. each

3 for \$1.25 10 for \$3.75

Order by Groups for Gay, Informal Gardens

The beauty and interest of your garden will be enhanced with several varieties of Chrysanthemums. We suggest that you take advantage of our Special Group Offers and get a number of colors and styles at a worthwhile saving. All included are of superior quality—hardy, disease resistant, and early to bloom.

To praise the Chrysanthemum as a cut-flower is surely superfluous. No other flower can take the place of the showy, many-rayed "Mum" during the fall months.

SPECIAL GROUP OFFER
No. 35
(Value \$1.35)
3 Varieties for... **\$1.15**

A pleasantly diversified combination, this group includes one each of:
ALGONQUIN
LAVENDER LADY
CLARA CURTIS

SPECIAL GROUP OFFER
No. 36
(Value \$3.00)
1 each of 8 for **\$2.45**

You'll have a lively fall garden if you order this very special group, which includes one each of the varieties listed in Groups No. 33 and No. 35.



NEW ASTERS

(MICHAELMAS DAISIES)

From the rampant wild Asters of our fields come these modern garden beauties. You may not recognize the relationship, for patient breeding has produced immense flowers, brilliant colors and truly worth-while autumn garden effects, far superior to anything that the earlier types could offer.

Most of these modern Asters do well as cut-flowers, also. For best effects with the tall varieties, it is best to limit each clump to one or two good shoots.



Hilda Ballard

HILDA BALLARD

J & P 1940
INTRODUCTION

Brand new, this lovely, silvery mauve flower is the largest of any Aster. It's an accomplishment of Mr. Ballard, greatest living hybridizer of fall Asters, who has doubled the size of the individual flowers and doubled the petalage of the larger flowers. You must have this one. It grows to 5 feet. Blooms the middle of September.

3 for \$1.85 10 for \$5.50
75c. each



ASTER FRIKARTI



Light blue-lavender flower accented with a prominent yellow disc—it's the long cherished Aster, Wonder of Staefa! Provides a colorful spot in your garden from early

50c. each

3 for \$1.25

10 for \$3.50

BEECHWOOD CHALLENGER

A new and finer red Aster, clearest in color—deep strawberry with bright yellow center disc. Grows vigorously to about 4 feet, and blooms in September. You will love it all fall for its remarkable gaiety and brilliance.

3 for \$1.25 10 for \$3.50
50c. each



MOUNT EVEREST

This new Aster is everything its name suggests—clean and neat in appearance, and grows in tall, well-shaped, pointed pyramids, with abundance of lateral growth flowering right down to the ground. It's a delightfully refreshing flower—the finest of the white varieties. Ultimate height, 4 feet.

3 for 85c. 10 for \$2.50



SUNSET GLOW

J & P 1940
INTRODUCTION

The deep rich pink of the afterglow of a fall sunset, this beautiful Aster gives you positive color wherever you need it—a very useful variety. Compact in habit. Grows to 3½ feet. Be the first in your locality to have this delightful new Aster—you will enjoy it tremendously.

3 for \$1.85 10 for \$5.50
75c. each





HARRINGTON'S PINK
 3 for \$1.25 10 for \$3.50
 50c. each

This lovely clear salmon-pink form of our Novæ-Angliæ Aster is the result of a life-time of selection and hybridizing. But it was worth all the time and effort—a fact which you will appreciate once you have it in your garden! Clean dark green foliage. Plants grow 4½ feet.



Very Special Offer No. 40
8 ASTERS for \$3.75
 (Value \$4.75)

Order this group and you have a fine Aster selection for your fall garden. It includes one each of Groups No. 37 and No. 38; also one Aster Frikartii.



STRAWBERRIES AND CREAM

3 for \$1.60 10 for \$4.50
 65c. each

An outstanding novelty. Flowers first appear as a deep pink, softening in tint as blossoms open. Contributes the gentle, yet precise color needed to blend in so many gardens. Height, 4 feet.

SPECIAL OFFERS

Group No. 37
 3 Varieties—1 each of Hilda Ballard, Sun-set Glow, Gayborder Blue. Value, \$2.25. **\$1.85**

Group No. 38
 4 Varieties—1 each of Mt. Everest, Beechwood Challenger, Strawberries and Cream, Harrington's Pink. Value, \$2.00. **\$1.65**

Group No. 39
 9 Dwarf Asters—3 each of Ronald, Niobe, Lilac Time. Value, \$2.25. **\$1.85**



GAYBORDER BLUE

This decorative Aster is most suitably named, for it is a clear, intense blue and has a bright yellow eye. The individual flowers are large and add infinitely to the effect of both garden and bouquets. It's No 1 for general usefulness. Open, pleasing habit of growth—plants are 5 ft. Blooms middle of September.

3 for \$1.85 10 for \$5.50
 75c. each

HARDY DWARF ASTERS

3 for 65c. 10 for \$1.75

These miniature varieties are among the most desirable newcomers for any perennial garden. Their neat, compact plants are almost hidden by small daisy-like blooms. Ideal for border edgings or rock-gardens.

RONALD

Rose-pink buds unfold into delightful, bright lilac-pink flowers. Charming, feathery plant—grows to 18 inches in height.



NIOBE

NIOBE

Exquisite ball-shaped plant, covered with sparkling flowers of purest white with bright yellow centers. Grows to 15 inches in height.

LILAC TIME

A fine addition to the introductions of recent years. Compact, rounded bush, with beautiful soft lilac-blue flowers. Grows to 24 inches.



Shasta Daisies

Below—a glistening white bed of SNOWBANK—a new 1940 variety

Nobilis



Chiffon



Snowbank

White is always needed in a garden for background and for contrast. One of the best and easiest ways to get it is with these modern Shasta Daisies. They are charming in themselves, and they set off your colorful flowers to greatest advantage with brilliant blooms throughout July, August, and September.

For cut-flowers, too, Shasta Daisies are an especially popular favorite. A bowl of these white-petaled blooms is the latest vogue in floral decorations for the home.

SNOWBANK

J & P 1940
INTRODUCTION

An important newcomer in the single-flowered type, and one of the most outstanding of the true Shasta Daisies. Flowers are 4 inches, with stiff, snow-white petals and small, clean yellow centers. Blooms profusely for a long period early in the summer, and again in August. Excellent for bedding and cutting. Grows 24 in. 60c. each 3 for \$1.50 10 for \$4.50 100 for \$40.00

NOBILIS

J & P 1940
INTRODUCTION

A fine, semi-double, true Shasta Daisy with 3 rows of petals around a clear yellow disc. Blooms all summer if the spent flowers are cut off. Tall, upright-growing plant reaching 30 inches. A fine garden and cut-flower. Nobilis is two weeks later than Snowbank and prolongs the season for more than a month.

60c. each 3 for \$1.50 10 for \$4.50 100 for \$40.00



CHIFFON

Exquisitely dainty and continuously in bloom, this lovely Shasta Daisy is a favorite with everyone. Plants are about 12 inches, and 18 inches is the top height.

50c. each 3 for \$1.25
10 for \$3.50 100 for \$30.00

ESTHER REED

A fully double Shasta Daisy with large, pure chrysanthemum-like white flowers on strong stems. It is perpetually in bloom. Remarkably hardy to cold weather, surviving even our frosty winters in northern New York State. Spent flowers should be cut off.

75c. each 3 for \$1.85
10 for \$5.50 100 for \$45.00

THE DAISY SPECIAL No. 41

(Value \$2.45)
These 4 Varieties for **\$2.00**

This is your opportunity to get all your mid-summer white at once and at an excellent saving. The group includes one each of these lovely Shasta Daisies—Chiffon, Esther Reed, Snowbank, Nobilis.



ADDITIONAL Novelty PERENNIALS

Anemone

SEPTEMBER CHARM

A lovely, low-growing, light pink, hybrid form of the hardy, early-flowering *Anemone hupehensis*. Free-flowering, vigorous plant—grows 15 to 18 in. Does best in partial shade.

3 for \$1.00

10 for \$2.50

Geums

Here is a new race of very hardy Geums that should be in every garden. The flowers are large, rich in color, and long-lasting, and the foliage is a lustrous green all summer. Easy to cultivate, Geums are invaluable for rockeries, borders, and beds.

FIRE OPAL

A recent introduction—and a worthy one! Its dazzling scarlet-bronze flowers are unexcelled for the late spring garden. Very free blooming—more flowers keep appearing all summer.

3 for \$1.00

10 for \$2.50 100 for \$22.00

RYNSTROOM

New orange-colored Geum which blooms in large clusters in May and early June and continues throughout the summer. A very healthy plant; flower-stems are 18 inches long.

3 for \$1.50

10 for \$4.00 100 for \$35.00

Helianthus, Loddon Gold



Coreopsis

GOLDEN GIANT

An exquisitely fragrant, true golden yellow flower, and the largest of all Coreopsis—often as much as 4 inches in diameter. Perfect in form.

3 for 75c.

10 for \$2.00

Gypsophila

50c. each, 3 for \$1.25, 10 for \$3.50

BRISTOL FAIRY

This tall-growing, double White Baby's Breath is a joy in any garden—gives a lacy pattern that can't be obtained in any other way. Blooms start in June. Plants grow 20 to 24 in. high and about the same width.

REPENS, ROSY VEIL

A lower-growing, double Baby's Breath which forms a heavy mat of double pink flowers from which many bouquets can be made. Blooms during June and July, with a few blooms in the fall. Height, about 18 inches.

Helenium

CHIPPERSFIELD ORANGE

An orange-red and yellow form of one of the gayest of all fall flowers! Striking for cut bouquets and long-lasting in the garden. Plants grow to only about 4 feet in height.

3 for \$1.00

10 for \$2.50

Helianthus

CORONATION

Named in England and the flower of that country's Coronation Year. Very popular, both there and here, for its beauty as well as its significance. The double flowers are golden yellow, with an anemone center—about 4 inches across. Grows 4 to 5 feet tall. A lovely summer and fall plant.

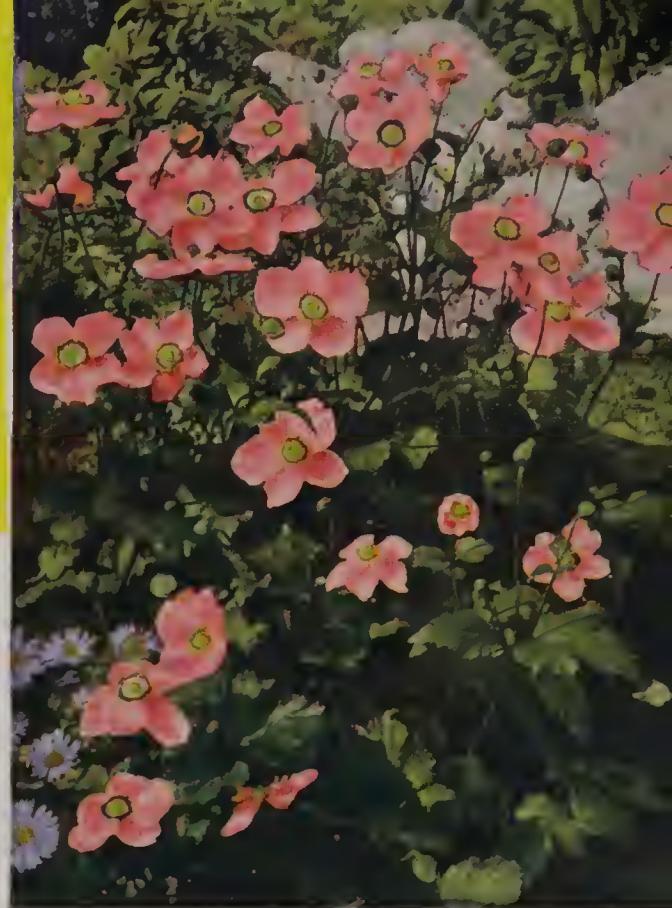
50c. each, 3 for \$1.25, 10 for \$3.50

LODDON GOLD

A rich yellow, perfectly double bloom—an improved, longer-stemmed type of the original French double Helianthus. Blooms from August to October. Effective singly or in masses. A fine cut-flower. Reaches 4 to 5 feet.

3 for \$1.00

10 for \$2.50



Anemone, September Charm



Helianthus, Coronation

Gypsophila repens, Rosy Veil





← **Heuchera**

QUEEN OF HEARTS

J & P 1940
INTRODUCTION

A stunning new variety with much larger bells and a deeper red color than the very popular Rain of Fire. It's a flower which you will enjoy either in front of a border or in your rock-garden. You will also find it splendid in cut bouquets, as the flowers are dainty in vases and keep very well. Blooms from late spring into July. Reaches a height of about 18 inches.

50c. each
3 for \$1.25 10 for \$3.50

← ←

J & P 1940
INTRODUCTION

Four-inch, daisy-like, semi-double flowers of rich gold, glorious in wealth of bloom from June to frost! It has a great garden value and lasts a long time when cut. After first bloom, plants should be cut back immediately for another crop which repeats very quickly. 3 feet tall.

60c. each 3 for \$1.50 10 for \$4.00

↑
Pyrethrum

PINK BOUQUET

Here's a pert new double Painted Daisy with five to eight 4-inch flowers on a single stem! Unlike most varieties, the petals stand straight out and the stems upright in all kinds of weather. The outer petals are deep rosy pink with centers white. Blooms come in May and last through June. Stems are 30 inches with 5 to 6 blooms each. It's the Painted Daisy you've always been wanting!

65c. each, 3 for \$1.75,
10 for \$5.50, 100 for \$45.00

Heliopsis, SUMMER GOLD (Hardy Zinnia)





Rudbeckia, THE KING

Regally it bears its large deep crimson-red flowers—the petals never fold back; the stems remain majestically stiff. From the half-open flower to the orange-brown seed-cone, it is always attractive, both in the garden and the house. Grows 3 feet in height. 50c. each 3 for \$1.25 10 for \$3.50

Scabiosa, GIANT-FLOWERED

One of the loveliest and most effective of blue summer and fall flowers. It is graceful and blooms a long time in the garden; is also lovely and keeps well as a cut-flower.

50c. each 3 for \$1.25 10 for \$3.50



Physalis, GIANT GLOBE

Here's the answer for your winter bouquet—a larger sized Chinese Lantern. It is advisable to plant it in an unused part of your garden, for it does well in poor soil and over-runs other plants where the soil is very fertile.

3 for \$1.00 10 for \$2.50

Primula Veris

GIANT-FLOWERED (COLOSSUS)

Appropriately named, this is an extra-large-flowered spring Primula. The plants are sturdy, with healthy foliage, and the flowers are well formed, many of them over 2 inches across. This strain has a large range of colors, including lilac, pink, coppery reds, and dark reds, in addition to the usual yellows.

3 for \$1.00 10 for \$2.50

Veronica

3 for \$1.00 10 for \$2.50

BLUE SPIRE

A deep blue Veronica which blooms in early summer, and again in late summer if you cut it off after the first bloom. This lovely flower is a seedling, and an improved variety, of *V. subsessilis*. Can be depended on to bloom well each year. Grows 24 inches high.

SPICATA RUBRA

A dainty and exquisite deep pink form of *V. spicata*, having long spikes of flowers summer through fall. Lovely in beds or in the middle of a hardy border. Free flowering. 12 in.

Viola, DOUBLE RUSSIAN

An exquisite, double, old-fashioned Violet with an unusually sweet fragrance. It's hardy anywhere and produces an abundance of lovely flowers. Excellent for semi-shady places where it is difficult to grow other flowers. Blooms May to October.

3 for \$1.00 10 for \$2.50 100 for \$22.00

Vinca Minor, BOWLES VARIETY

With repeating blooms of Alice-blue flowers, this variety is far superior to the old-fashioned *V. minor*. The foliage is always clean, never rusting or turning brown. The most satisfactory of the flowering ground-cover plants and delightfully effective—use it for banks, shady or unsightly spots.

3 for 75c. 10 for \$2.00 100 for \$18.00



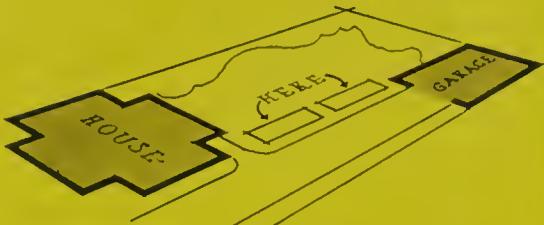
Trollius, GOLDEN QUEEN

For sheer, lovely gold, nothing quite equals Trollius, Golden Queen. It is quite tall, growing almost 30 inches, and blooms prolifically. Should be planted in semi-shaded ground which remains fairly damp. Blooms in July.

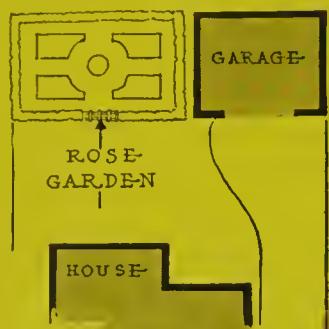
50c. each 3 for \$1.25 10 for \$3.50



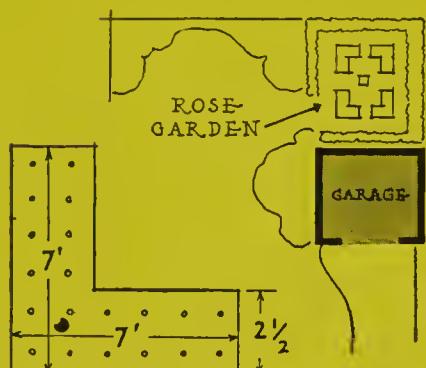
How to Arrange Beds



Beds parallel to walks or drive



Formal garden arrangement

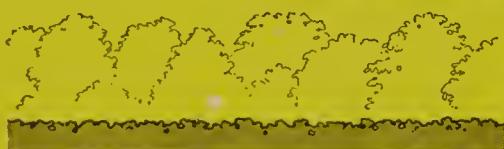


Typical bed, 20 Roses

Where to Plant Floribundas



In groups of 3 or 5 of a variety where you would plant small shrubs.



In either formal beds or hedges

As accents in shrub borders



Plant Climbers Here



Along a garage or any building



To cover a fence



Doorway or porch



As a pillar



Covering an archway

Where TO PLANT ROSES

BUSH ROSES

A Rose is a Rose no matter where it grows. But a Rose-plant properly placed in your garden is worth several that are planted without planning.

The sketches at the left and bottom of this page will give you a few ideas on where to plant your beautiful Jackson & Perkins Roses. These plans for gardens will aid you in determining how many plants to order to create the desired effect.

Hybrid Teas should be planted about 14 inches apart, in rows 16 inches wide, except for the South and Far West where

they should be spaced somewhat farther apart.

Be your own judge as to the colors to plant in the same bed. Some like a solid mass of the same color; others prefer a mixture of many colors. Study your backgrounds before planting.

Don't be afraid to invest money in Roses. They give you the most for your money of any flower, as they bloom continuously throughout the season. And, if properly cared for, they'll live as long as you do, and longer. They'll pay handsome dividends in happiness to all who see them in their glory.

FLORIBUNDAS

These wonderful, profusely blooming Roses with their massed color effects can be planted wherever it is desirable to have a shrub, border, or solid bed. Because of their dense foliage and bloom, Floribundas need more space than other Roses. They

should be set not less than 18 inches apart, in rows 18 inches wide. These measurements will insure you a satisfactory mass bedding effect, while at the same time allowing ample room for cultivation between bushes. Plant in groups of 3 or 5 of a variety.

CLIMBERS

There are few flowering "vines" that are as beautiful as Climbing Roses—few that grow as fast or are as permanent—few that have the height, spread, or bushiness. With their many superior qualities, more of the new varieties should be grown around every home.

Trained over archways, doorways, arbors, summer-houses, around posts, against walls, fences or buildings, Climbing Roses create a spectacular effect—at the same time concealing many an ugly spot or building with the gayest of landscape embroidery.

HOW TO PLANT AND CARE FOR Roses

Roses need sunshine, but half a day of it is sufficient.

To prepare beds, remove one spade-depth of top-soil and pile it to one side. Make the hole deep and wide enough to accommodate the roots naturally. Then remove a second spade-depth. This is "subsoil," to be taken away. Now you have a trench 18 inches deep. Rose-roots seldom go deeper.

Now loosen dirt at bottom of trench with a spading-fork. Shovel in the top-soil, mixed with a liberal amount of old manure. Carry the Rose-plants to the trench in a bucket of water. Prune the roots by shortening the long ones and cutting the ends off the others. Put the plants in the hole. Work fine soil between the roots. Fill the hole a little at a time. Pack the soil *hard* on the roots.

When the hole is three-quarters full, press the soil down hard with your heels. Then pour in plenty of water. When water has disappeared, fill with good garden soil to normal level. Do not pack any more.

When planting in the spring, prune tops of plants at about 4 to 8 inches above soil-level. Be sure to leave two or three "eyes" above ground-level. This is *extremely important*.



CULTURAL HINTS

WATERING. Roses like plenty of water. Flood beds once every week or ten days by placing the hose on the bed and letting it run slowly so that water may reach deep to the roots. Avoid wetting the foliage, especially in the evening.

SPENT BLOOMS should be removed cutting the stem above the first complete set of five leaves. If long-stemmed blooms are desired for cutting, remove old flowers so that two sets of leaves remain on the stalk. The next crop of blooms will spring from these eyes.

FERTILIZERS. No fertilizer of any nature should be applied at the time of planting unless very carefully used. Roots are not yet in condition to consume it and it may do a great deal of harm to young fibrous roots which have to be formed after transplanting. Later a mixed or "complete" plant-food, such as Vigoro or its equal, is desirable. Apply very lightly (a tablespoonful per square foot or at the rate of 4 pounds per 100 square feet), starting 3 to 4 inches from the plant and applying in a circle around it, watering very liberally after each application.

PRUNING everblooming climbers (Blaze, New Dawn, etc.) should not be done during the growing season because remontance (subsequent blooming) comes out of the first top eye under the previous cluster of blooms. Spent blooms may be pinched off but the flower-bearing stems must not be shortened or plants will stop reblooming.

CULTIVATE frequently around Rose-plants. Do not allow the soil to bake and become hard at any time. Remember that roots

breathe, and cultivation permits the air to reach the roots. Without cultivation plants will remain at a standstill.

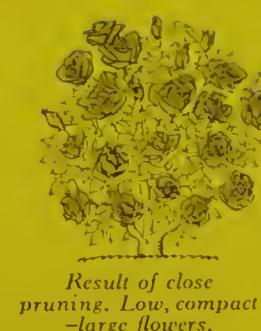
FOLIAGE TROUBLE. Newer Roses are not as subject to diseases as older varieties; they are much more resistant and many are almost immune. However, atmospheric conditions are more favorable some years than others, and an occasional dusting, or spraying with Tri-ogen, or its equivalent, will act as a preventive.

WINTERING ROSES. After the first good heavy frost, bundle the branches together; cut them back to about 18 to 20 inches; mound earth around the plants up to 6 to 8 inches, or higher if practical; spread manure in the hollows between plants. Later on, when the ground is frozen, add a covering of leaves, straw, salt hay or cornstalks to keep the ground frozen and as a protection against sun and wind. In the spring, remove covering a little at a time, first straw or leaves, then the coarse part of the manure, and finally level the soil when danger of hard spring frost is past. On the Pacific Coast and in the South, this type of winter protection is, of course, not necessary.

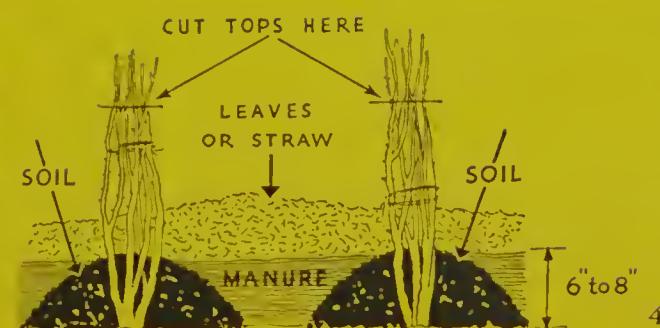
WINTERING TREE ROSES. Although J. & P. stems are winter hardy, the raised exposure of the head in the winter is often quite dangerous. Therefore, it is best to bend the Tree Roses over and protect the tops and the stems with a covering of soil. To bend them, remove soil from one side and gradually bend the whole plant in that direction and pin down. In very cold climates it is best to lift the entire plant and bury it in a well-drained piece of soil or in a frame, replanting in the spring.



A Hybrid Tea Rose pruned big in spring.
The result of big pruning. Bare legs - tall growth.



Result of close pruning. Low, compact - large flowers.



Directions FOR ORDERING

IMPORTANT! Please Read Before Ordering

PRICES. Remember this—if you purchase 3 or more Roses of any one variety (except Tree Roses), you are entitled to the reduced dozen rate. Pot-plants (see paragraph entitled "When Shipped" below) are priced 10 per cent above the amounts shown in this Catalog for dormant Roses.

HOW TO ORDER. Write plainly—preferably print your name, address, and order. Indicate whether you are Mr., Mrs., or Miss. Don't fail to give us Post Office Box Number, or Street with Number, or Rural Delivery Route—also City and State. Check carefully with the Catalog for prices and always total your order. Address all orders to:

JACKSON & PERKINS COMPANY
Box 271 Newark, New York State

We recommend that you keep a copy of your order to check against your shipment. Always tell us when you want your order shipped.

HOW SHIPPED. Unless specific shipping instructions are received with order, we will use our own discretion as to the best way to ship—by Express or Parcel Post.

WHEN SHIPPED. Unless otherwise specified, we attempt to fill orders as soon as received. During the rush season, however, slight delays are bound to

occur. By ordering well in advance and stating a preferred date of delivery, you will be assured of receiving your plants when you want them.

All dormant Roses must be shipped by May 1, as it is impracticable for us to guarantee these if they are transplanted after spring growth starts. Only pot-plants will be shipped after that date, the price for these being 10 per cent above the dormant prices shown in this Catalog.

SHIPPING CHARGES. We prepay all shipping charges on dormant bush or climbing Roses to any destination in the United States. We do not ship Perennials west of Denver. Pot-plants are always shipped with from 10 to 15 pounds of rich, native soil around their roots to insure continued vigorous growth in their new environment. The size and weight of these pot-plants is never the same. Therefore, we can never tell you in advance what the shipping charges will be. For this reason, all pot-plants are shipped with EXPRESS CHARGES COLLECT. The same regulation also covers Tree Roses.

TERMS. On all orders under \$10.00, we must ask cash with order. On large orders, charge accounts may be opened. To open a charge account, please send us at least one bank and three trade references. All charge accounts are due the first of the month following date of shipment.

REMITTANCES. By "Cash with Order" we mean Post Office Money Order, Express Money Order, Draft on any bank, Certified or Personal Check. Stamps are acceptable for any payment up to \$2.00. DO NOT SEND COINS OR CURRENCY THROUGH THE MAIL. Always write the amount of your remittance on your order. Do not send extra money with your order to cover transportation charges unless C.O.D. shipments are requested—then we must have a 10 per cent payment in advance and transportation charges will not be prepaid.

IN CASE OF ERROR. Any mistakes on our part will be rectified quickly. Examine your shipment as soon as you receive it. If the plants are not exactly as represented, or if the shipment is short, or plants are damaged in any way—notify us immediately.

*J. & P. Preferred Roses are
guaranteed to bloom*



Hybrid Teas in our Newark, N. Y., test-gardens. All new varieties are tested here before being propagated for sale.



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SPECIAL GROUP OFFERS

It is possible to make considerable savings over the each price of a number of varieties by taking advantage of the Special Group Offers listed below. All roses and perennials included in these offers are the same "only one grade—the finest" quality that you receive when ordering individual plants. Plan your garden around these money-saving offers. You'll be surprised how little it costs to "go modern" with these new varieties.

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PARADE of MODERN ROSES

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Red—	Anne Poulsen	23
	Donald Prior	23
	Holstein	25
	Karen Poulsen	25
	Permanent Wave	24
	World's Fair	21
Pink—	Betty Prior	22
	Joyous	22
	Pink Gruss an Aachen	25
	Smiles	23
White—	Summer Snow	22
	White Aachen	25
Multicolored—	Carillon	24
(Two-toned)	Gruss an Aachen	25
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CLIMBING ROSES (Patent Varieties)		
Red—	Blaze	27
Yellow—	Doublon	27
	Golden Climber	28
	Golden Light	47
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White—	Summer Snow	26
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	Princess van Orange	27
POLYANTHAS		
Red	Dick Koster	25
	Gloire du Midi	25
	Triomphe Orleanais	25
Pink	Cameo	25
	Cecile Brunner	25
	Chatillon	25
	Margo Koster	25

R E T A I L D E P A R T M E N T

JACKSON & PERKINS COMPANY

NEWARK NEW YORK STATE

"World's Largest Growers of Roses"

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Zone _____

Gentlemen: Please send the following order to:

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Mrs. _____ Date _____

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City or Town _____ **State** _____

Shipping Point (If other than Post Office)

Payment Enclosed: Total Amount \$ _____ Cash

Date of Shipment desired _____ Money Order _____

Do you want us to send an equally good variety if any of the kinds ordered are sold out?

TERMS: Payment must accompany order, in cash, personal check, Express Money Order, or Post Office Money Order. Please check method used, in space above.

We pay all shipping charges on dormant plants to any point in the United States and will ship by express or parcel post. All potted plants are shipped by express collect. Perennials are shipped postpaid. We do not make shipments west of Denver, Colo.

All orders will be shipped at proper planting time in your locality, unless otherwise instructed.

TOTAL (Payment Enclosed) _____



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FOLD, SEAL AND STAMP

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JACKSON & PERKINS COMPANY

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RADIANT CLIMBING ROSE OF BREATH-TAKING BEAUTY

Golden Light

PROPAGATION RIGHTS RESERVED



Nature dipped its brush in all its most glowing and glorious colors to blend this shining new Rose which seems to shed its very radiance on you. The beautiful large double flower opens a luscious orange-apricot, finishing deep buff with an overcast of pink on the edges of the petals—indeed, an inspiration to behold! It will climb to the highest peak in your esteem. A J. H. Nicolas seedling.

\$1.50 each

POSTPAID

\$15.00 per doz.

No garden is all that it might be without this magnificent free-blooming flower. Even the buds are gay and joyous—orange in color with bright carmine markings. Golden Light is a hardy Nicolas seedling (1939)—and one that we are especially glad we are able to offer.

Flowers...perfect in form and very lasting.

Plant....an especially vigorous climber.

Prolific...abundant, continuous bloom in the spring, with the flowering period long extended.

Strong....can stand almost any weather.

J & P 1940
INTRODUCTION

A DELPHINIUM MILESTONE



A block of our sensational new Delphinium in our Newark (New York) fields.

• Never before in the history of Delphiniums have such lovely, large, true-to-color, double flowers been available.

See our new Named Varieties, pages 32-33





A general view of our Rose-Garden at the New York World's Fair. Each section, in itself, is designed as a complete garden for the home. Be sure to see this glorious spectacle at the Fair this year. The new Jackson & Perkins varieties of Roses to be introduced in 1941 will be shown there for the first time.

JACKSON & PERKINS COMPANY
Box 271, NEWARK, NEW YORK STATE